PRICE 15 CENTS

BROADCASTING

The Weekly [illegible] of Radio

Broadcast Adve[illegible]

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

TECHNOLOGY DEPT.

During the year 1944, WOR carried 24% of *all* spot accounts placed on *all* New York stations.

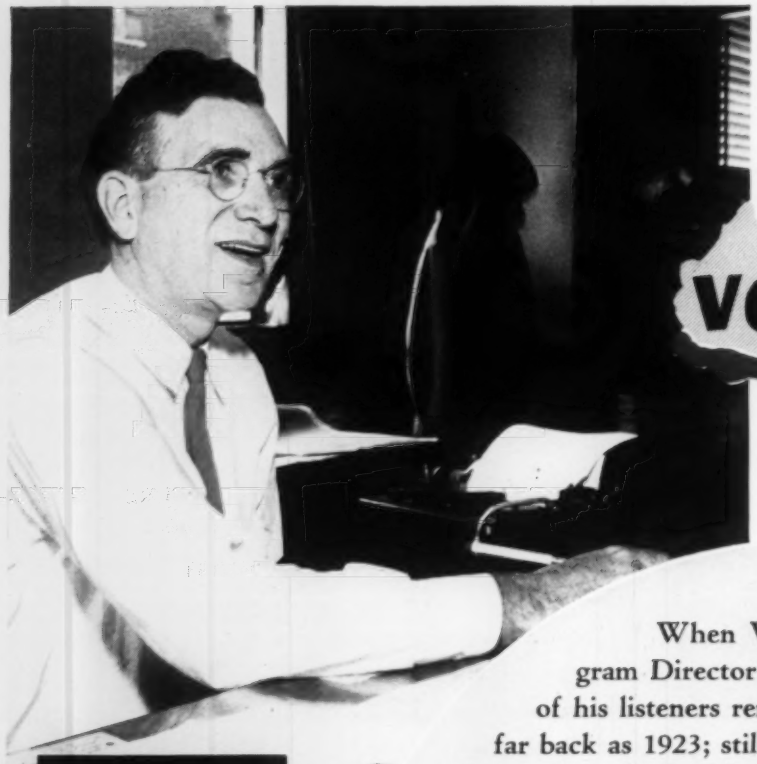
More specifically, WOR carried more than *twice* as many spot accounts as were listed for any other station in New York.★

—that power-full station **WOR**

at 1440 Broadway, in New York

★ According to National Radio Records, whose reports on spot advertising come from 94 advertising agencies whose spot business represents 70% of the total dollar volume.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



The VOICE of a FRIEND

with the Confidence long-time Friendships give

When WLS Farm Program Director Art Page talks, many of his listeners remember his voice from as far back as 1923; still more recall his first days as conductor of the Dinnerbell in 1929; and there are thousands in his Midwest American audience who have met him personally at farm meetings, state and county fairs in these four states. (Dinnerbell was broadcast from remote locations 53 times during 1944 alone; 37 of these broadcasts originated outside Chicago and 16 from points within the city.)

Naturally, these listeners regard Arthur C. Page as an *old friend;* his messages are more than just broadcasts; they are the words of a *friend* who has stopped in for another visit.

So it goes on WLS. Farm editors, announcers, singers, newsmen, musicians—all are accepted as *friends.* Which makes WLS itself speak to Midwest America as *The Voice of a Friend.* Friendship rests on mutual confidence. Confidence generates response. Response equals *results* for the advertisers who use WLS — The Voice of a Friend in Midwest America.

1923 marked Arthur C. Page's first radio experience; in 1927, he became Associate Editor of Prairie Farmer; 1928 and '29 saw the beginning of his long career as WLS Farm Program Director and conductor of the famed Dinnerbell program. Art's workdays are enriched with memories: of WLS' work for flood relief; the Peabody award for "meritorious service to Agriculture"; letters from state governors, state and national agricultural leaders and (most important to Art) from listeners who want to thank or congratulate or ask for help.

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

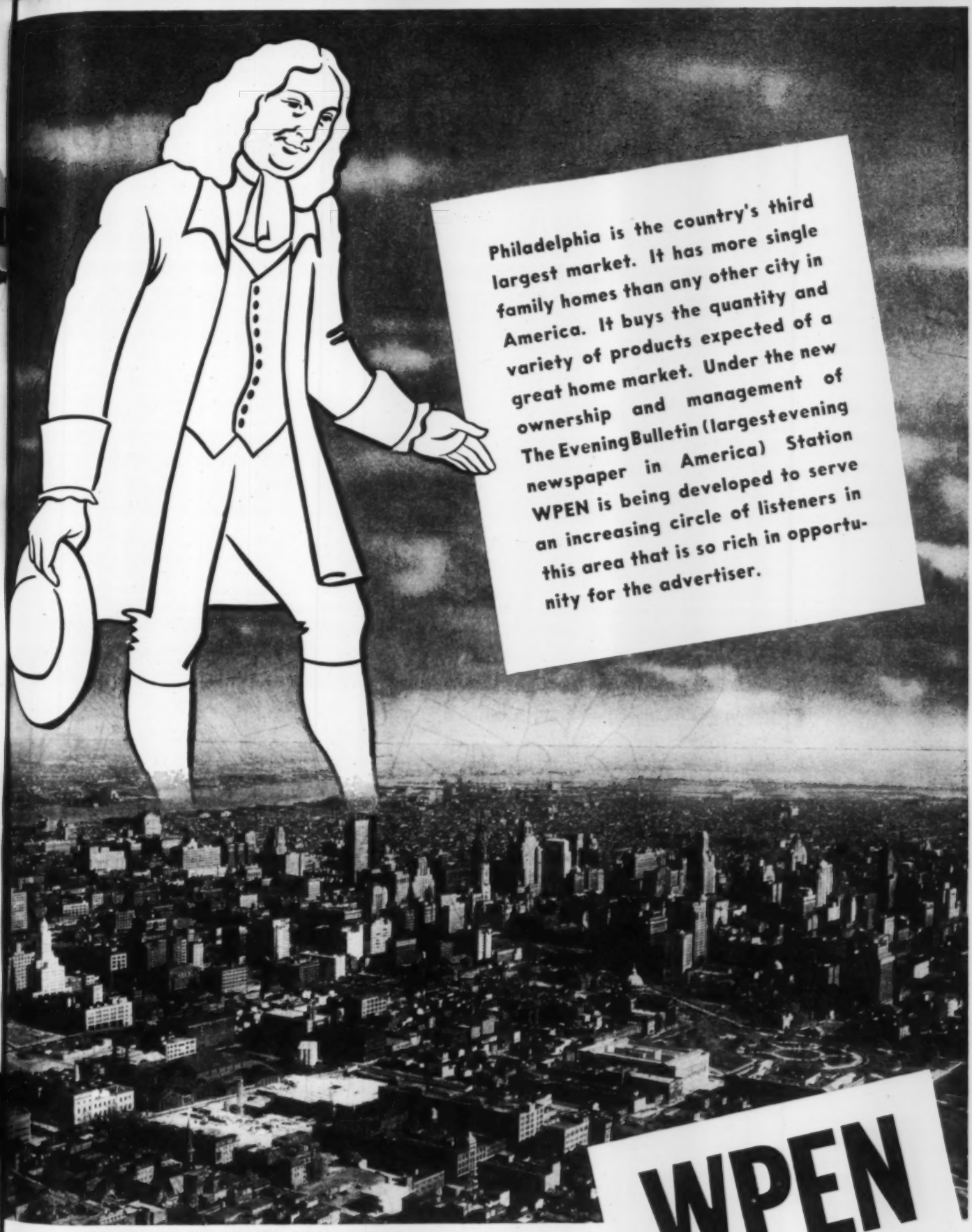
REPRESENTED BY
JOHN BLAIR & COMPANY

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS


Philadelphia is the country's third largest market. It has more single family homes than any other city in America. It buys the quantity and variety of products expected of a great home market. Under the new ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an increasing circle of listeners in this area that is so rich in opportunity for the advertiser.
WPEN
In Philadelphia—It's

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Washington's *smartes*it

ity desk wishes to correspond with handsome sponsor...

(OBJ: profitable alliance)

So you were a newspaper man once yourself? *Good.* Born reporter? *Fine.* That makes it unanimous.

For apparently the million-and-a-quarter well-to-do people in WTOP's 50,000-watt area are a lot like you. That's why WTOP decided to give them a chance to play reporter.

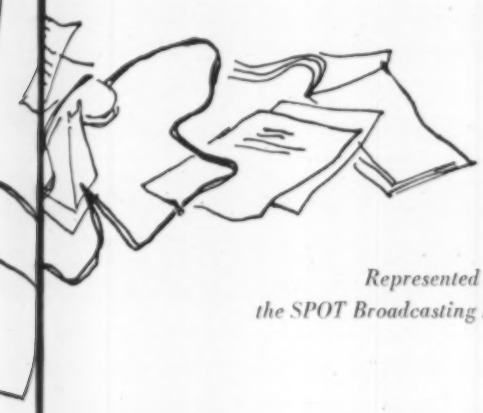
We made a program called *City Desk.* A program of local news, as accurate and swift and sharp as our national and foreign news. We recruit our reporters *from the audience.* For every item used on the air, out goes one dollar to the reporter, with a certificate of excellence. What's more, the reporter of the best story of each week gets *City Desk's* special award of five bucks.

A veteran network newsman, Cliff Allen, sits in the slot of *City Desk*—processes the stories—broadcasts them daily (5:35-5:45 p.m. EWT) Monday through Friday—ten minutes of *first-rate hometown news.*

New twist? *Yes.* Sounds good? *Is.* Why didn't somebody think of that before? *Because it's WTOP's business to think 'em up first,* as witness *Janice Gray, The Factfinder, Stump Us, Arthur Godfrey's Sundial, Arch McDonald's 6:30 Show,* and *Battle of the Bureaus.*

All *City Desk* needs now is a smart sponsor. All a smart sponsor needs now is *City Desk* working for him.

So call us—or call Radio Sales—but *call. Quick.*



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WTOP

WASHINGTON'S 50,000 Watt Station

CBS

COLUMBIA OWNED

Results in Omaha!

Wildroot Co Inc

Radio Station KOIL
Omaha, Nebraska

Gentlemen:

This is a time of year when inventory is taken and plans made for the future. We think that the past year has given us reason to say that our association has been both pleasant and profitable and we do appreciate your part.

Let us hope the coming year will see a clearing of most of our trouble clouds. In the meantime, may we wish you the compliments of the season.

Yours very truly,
WILDROOT COMPANY, INC.

H. J. Lehman, President

NATIONAL "SPOT"

ON KOIL

Wildroot has just renewed sponsorship of "Krime Klan" for the third year

KOIL shines on National "Spot" Schedules. Whether "spot" programs or announcements, they reach a big and friendly audience. Smart programming helps listener reception. In Omaha, let KOIL build sales for you with "spot" programming.

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Secret Propagation Conference Set by Military 13
Dumont Proposes Television 44-216 MC 13
Radio May Lose Older Men to Service 14
Blue Names Huber to Top Ad Post 14
Nominations Made for NAB Directors 15
NAB Urges 'Hitch-Hikers' Be Abolished 15
$1,000,000 Libel Suit Filed by Noble 16
Shepard, Damm, Craney Urge Regional Plan 16
Denny, Hyde, Bartlett Mentioned for Posts 16
WPB Reverses Policy, Grants 4 Stations 18
Nets Plan San Francisco Conference Coverage 18
WOW Case Is Heard by Supreme Court 18
RCA 1944 Earnings Show Gain Over 1943 22
Stations Give 29% of Personnel to Services 24
Keystone Cites Small Market Findings 26
Steps to Meet Attacks on Radio Offered 34
Hardy Stresses Use of Local Programs 58
CBC's Shortwave Station Takes Air 60
NAB Blasts WNEW Survey Claims 78

DEPARTMENTS

Control Room	75	Advertisers	52
Our Respects to	42	Agencies	50
Personal Notes	44	At Deadline	10
Promotion	56	Behind the Mike	46
Sellers of Sales	10	Business of Bcstg.	54
Network Accounts	75	Editorial	42
Sid Hix	78	FCC Actions	74

SOL TAISHOFF
Editor and Publisher

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people: more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

"A Show for

These ten WORLD FEATURES are now ready!

Choose the one that's best for you

CASA CUGAT 15 min. . . . 156 programs. Xavier Cugat, his orchestra, chorus and vocalists, in a program of Latin rhythms. ⟶

JAM SESSION 15 min. . . . 156 programs. A brilliant show—131 of the country's top jazz men.

SONGS OF PRAISE 15 min. . . . 156 programs. Devotional music by the celebrated Hamilton Quartet, George Broadbent at the organ.

RHYTHM RANGE 15 min. . . . 26 programs. Cottonseed Clark and his cowboys in a lively show of cowboy music.

SINGING LADY 15 min. . . . 52 programs. The popular Ireene Wicker telling fairy tales, stories of great musicians and our national holidays.

MANDRAKE THE MAGICIAN 15 min. . . . 156 programs. Adventures of this favorite of millions of newspaper readers.

Your Money!"

Star talent! Top notch writers, directors, producers!

Yes, each of these new World Features is "A Show for Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

Here is showmanship in its finest sense—the imagination to engage the best talent, the foremost writers, directors and producers and the ability to bring to the creating of each show the accumulated knowledge of what the listening public really wants to hear.

Listen to one of these new World Features—notice how smoothly, how skillfully the expert scripts are wedded to the music—with what showmanship these World Features are created.

There are two types of Features available—open end and World's flexible new form—"Audi-Flex," a combination of top ranking scripts with music on bands. If you are an advertiser or agency ask your local station about the unusually moderate prices of these Features and let them audition the shows for you. If the local station does not have World Features write us direct. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A Subsidiary of Decca Records, Inc.

New York Chicago WBS Hollywood Washington

ONCE UPON A TIME 5 min. . . . 26 programs. Actress Maureen O'Sullivan tells the favorite children's stories.

STRANGE AS IT SEEMS 15 min. . . . 13 programs. Hix tells of oddities that have fascinated millions in his newspaper columns.

Copyright United Features Syndicate, Inc.

FOOTPRINTS ON THE SANDS OF TIME 5 min. . . . 104 programs. Little known facts of well-known celebrities—told by Art Baker.

FIRESIDE TALES 5 min. . . . 26 programs. Frank Graham, "one-man theatre" dramatizes well known stories.

Now it's
GREAT SCOTT

on the
YAWN PATROL!

He's on all night in Washington, D. C. That delightful master of quick wit that's comical without being irritating. (And if you've heard the tired cracks of some of the all-night boys you'll know exactly what we mean!)

Great Scott was a natural for the spot when WWDC went on the air around-the-clock . . . only station in town, by the way, that operates 24 hours. He goes on at 1 A.M. and comes off at 6 A.M.

It's a good spot for any advertiser who has something to sell to the people of the nation's capital . . . the cross-section of America.

WWDC
the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

At Deadline

SEVEN UP Inc., St. Louis (soft drink), on March 28 will begin sponsorship of a half-hour variety show on Mutual, 7:30-8 p.m. (CWT), originating in New York with rebroadcast for the West Coast. Contract for 52 weeks was placed by J. Walter Thompson Co., Chicago.

NEW APPLICATIONS filed with the FCC: Voluntary assignment of license of KTBC Austin, Tex. from State Capital Broadcasting Assn. to Claudia T. Johnson, majority owner, and wife of Rep. Johnson (D-Tex.); New standard station, 1490 kc 100 w unlimited time at Bloomington, Ind. sought by Fred O. Grimwood, radio engineer and former licensee of KLCN Blythesville, Ark.

P. BALLANTINE & Sons starts Cameron Andrews as featured comedian on CBS Monday, 10:30-11 p.m. Formerly featured Johnny Morgan. Agency is J. Walter Thompson Co., New York.

JOSEPH D. BOHAN has been elected vice-president of Sterling Drug Inc., New York, in charge of the Centaur Co. division, succeeding Harold B. Thomas, resigned to become partner in Pedlar & Ryan, New York. Formerly divisional vice-president of Centaur, Mr. Bohan has been with the company 13 years. He is chairman, national relations committee, Proprietary Assn. of America.

EFFECTIVE March 18 three CBS programs will be available for local sponsorship. They include *Morning News Roundup*, Monday-Saturday, 8-8:15 a.m.; *Morning News*, Monday-Friday, 9-9:15 a.m.; a ten-minute news program, five minutes of straight news, five minutes of analysis, 11-11:15 p.m., all EWT.

S. C. JOHNSON & SON, Racine, Wis., has renewed *Fibber McGee & Molly* Tuesday 9:30-10 p.m. on full NBC network for 52 weeks effective April 3. Agency is Needham, Louis & Brorby, Chicago.

SELLERS of SALES

TYPIFYING the American saga, from office boy to successful executive is the story of Frank Miller Reed, director of media for Hill Blackett Advertising Agency in Chicago.

Frank was born Dec. 16, 1902, in Fort Wayne, Ind. He attended the Western Military Academy, Alton, Ill. and studied at the University of Illinois for two years.

In 1923 Frank came to Chicago to join the Stack Advertising Agency (later known as Stack-Goble) as an office boy. For nineteen years he was associated with the agency. He was space buyer until 1942 when the agency dissolved. He was with WIND Chicago as time salesman for six months and then with Wm. Rambeau Co., station representatives for 10 months.

FRANK MILLER REED

In 1943 he became Director of Media for Hill Blackett where he buys time for the following accounts: Wander Co., (Ovaltine), Chicago; Staley Mfg. Co., Decatur Ill., and E. J. Brach Co., Chicago.

Frank maintains that his background as a station representative helps him to understand their problems and in some cases simplifies his own. He says on occasion he will call up a station representative and preface his requests with the remark, "I'd like to be so and so today . . ."

Frank married his school sweetheart, Frederica McClellan. They have two children, Phyllis, 17, and Nancy, 13. The Reeds reside in their own home in Beverly Hills, Chicago.

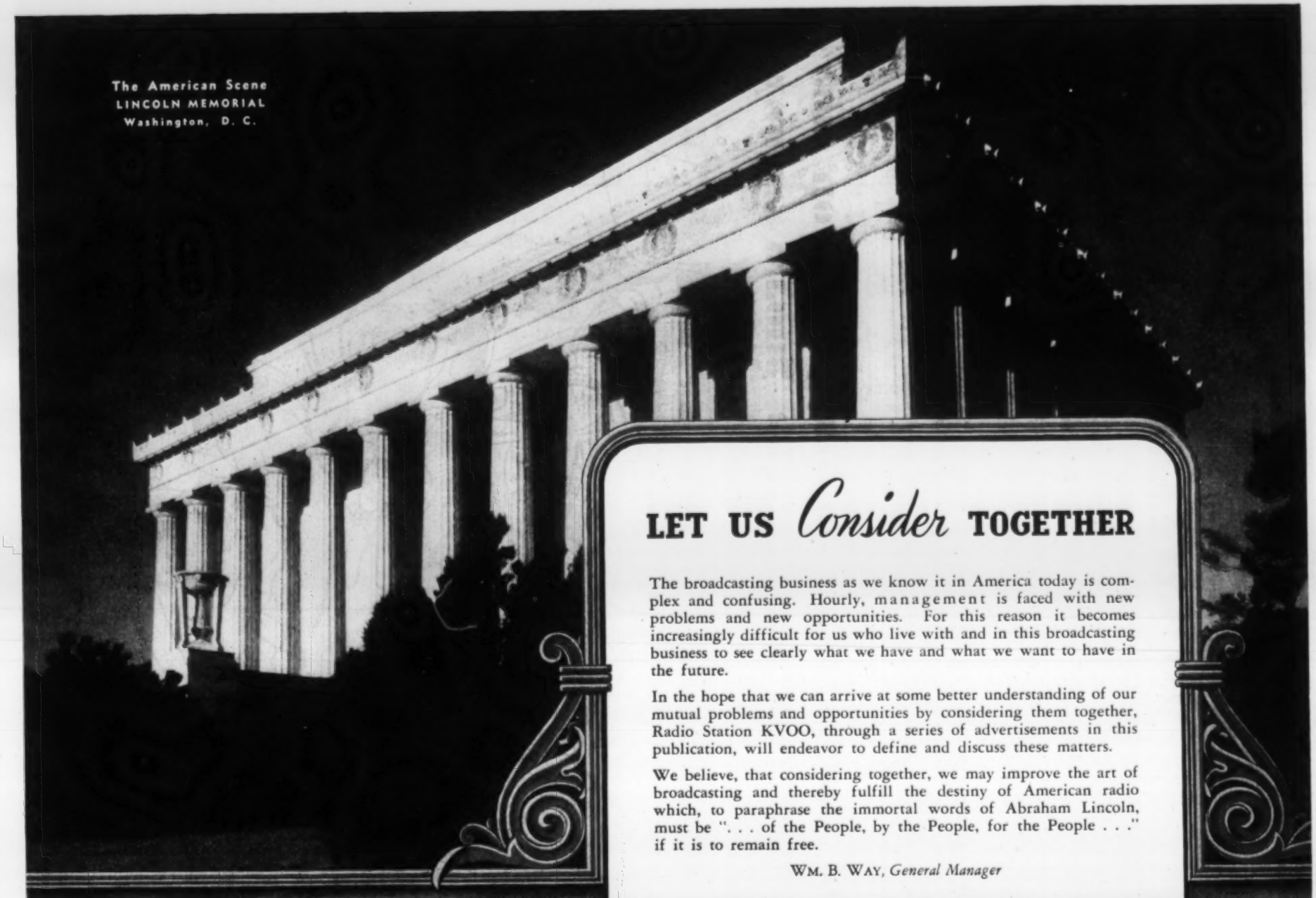
When queried as to hobbies Frank insisted that he is "the finest grass cutter in the world" and that working around the house is his hobby. He used to play golf but because of the shortage of time he no longer can indulge in this game. Playing poker and seeing plays are his favorite methods of relaxation. Best of all all Frank avers he likes to watch radio productions. He is a great studio fan and says "I get a kick out of watching radio broadcasts."

REACH THESE 2 PROFITABLE MARKETS..

WEST
EASTON
PENNSYLVANIA
Phillipsburg, New Jersey

WAZL
HAZLETON
PENNSYLVANIA

Represented by
RADIO ADVERTISING COMPANY



LET US *Consider* TOGETHER

The broadcasting business as we know it in America today is complex and confusing. Hourly, management is faced with new problems and new opportunities. For this reason it becomes increasingly difficult for us who live with and in this broadcasting business to see clearly what we have and what we want to have in the future.

In the hope that we can arrive at some better understanding of our mutual problems and opportunities by considering them together, Radio Station KVOO, through a series of advertisements in this publication, will endeavor to define and discuss these matters.

We believe, that considering together, we may improve the art of broadcasting and thereby fulfill the destiny of American radio which, to paraphrase the immortal words of Abraham Lincoln, must be ". . . of the People, by the People, for the People . . ." if it is to remain free.

WM. B. WAY, *General Manager*

RADIO STATION KVOO Tulsa

"You're wrong again—spot broadcasting can do any kind of advertising job"!

● Shoes or ships or sealing wax, or cabbages or king-size cigarets—yes, spot broadcasting can *and has* sold practically everything you can think of, and can do it again!

What's your advertising problem? Whatever it is, we'd like an opportunity to do some thinking for you, and perhaps to come up with something helpful.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-4130 · SAN FRANCISCO: *111 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 10 WASHINGTON, D. C., MARCH 5, 1945 $5.00 A YEAR—15c A COPY

Military to Confide Secret Data to Radio

Basis for Norton Curves Will Be Revealed

By BILL BAILEY

WHAT PART classified military data on F2 layer transmission played in the FCC proposed allocations to FM and television will be disclosed at a secret session Monday morning (March 12) with Army and Navy communications officers at FCC headquarters.

Decision to let the industry in on the highly-guarded data on which Dr. K. A. Norton based his controversial curves was reached last Thursday during oral argument on the future location of FM. All of the FM, television and standard broadcast testimony had been concluded by noon Friday, with testimony to be heard on facsimile and non-broadcast services.

Economics of Interest

Argument opened Wednesday morning before the full Commission, with Commissioner Ray C. Wakefield absent on an overseas assignment. Chairman Paul A. Porter presided except for brief periods Thursday and Friday when Commissioner Paul A. Walker acted as chairman. Commissioners Clifford J. Durr, Norman S. Case and E. K. Jett shared in cross-examination of witnesses, with Commissioner Jett carrying the bulk on technical phases, and Commissioners Durr and Walker evincing unusual interest in the economic aspects of broadcasting. The record will be kept open until after the secret session Monday.

Developments in the oral argument last week included these:

Dr. T. T. Goldsmith Jr., research director of the Allen B. DuMont Labs., Passaic, N. J., literally rocked the FM broadcasters on their respective heels with the assertion that "adequate 6-mc television" allocations will be provided "if eventually television occupies the entire spectrum between 44 and 216 mc" (see story this page).

Col. W. A. Roberts, counsel for Television Broadcasters Assn., submitted a plan of assignment of the proposed 12 channels below 300 mc, whereby 398 stations would be provided in the nation's first 140 markets, with 112 cities assured of at least one outlet.

Industry engineers were divided in their opinions of Dr. Norton's curves, with some challenging the accuracy of his conclusions and others, including T. A. M. Craven, vice-president of the Cowles Broadcasting Co., and former Commissioner, lauding Dr. Norton as one of the world's foremost propagation experts.

FM interests were equally divided as to economics. Manufacturers couldn't agree on the comparable costs to the public of FM sets in the present band (42-50 mc) and receivers for the proposed band (84-102 mc).

Television interests did not oppose the Commission's proposals, but all asked for assignment of the 102-108 mc band, now pegged as unassigned. They were divided, however, over interpretation of the allocations below 300 mc. Advocates of high-definition video urged the Commission to make the lower allocations on a "temporary" basis; proponents of present-day standards called for "permanent" assignment below 300 mc.

AS CHAIRMAN PAUL A. PORTER of the FCC rapped (with bare knuckles), calling to order the momentous oral argument in proposed allocations above 25 mc at the National Museum Auditorium, Washington, last Wednesday. Commissioners are (l to r): Clifford J. Durr, Paul A. Walker, Chairman Porter, Norman S. Case, E. K. Jett. Commissioner Ray C. Wakefield is on an overseas assignment.

Testifying in support of his calculations of early last November [BROADCASTING, Nov. 6], which indicated that FM would be comparatively free of F2 layer transmission in the higher frequencies, Dr. Norton said the military would agree to a conference with industry propagation experts to make known to a select group of engineers reasons for his conclusions.

Chairman Porter accepted the invitation and designated the hearing for Monday to accommodate Maj. Edwin H. Armstrong, FM inventor and opponent of Dr. Norton's contentions. The conference originally was proposed for Friday of this week but Maj. Armstrong advised Chairman Porter he would not be available.

Rejects Norton Curves

Throughout the oral argument, Maj. Armstrong steadfastly refused to accept Dr. Norton's curves as conclusive proof that F2 layer transmission in the 40-mc region would be detrimental to a nationwide FM service.

A committee of the TBA submitted a complete assignment plan based on the 12 channels below 300 mc proposed by the FCC whereby New York, Chicago, and Los Angeles would have seven Class A stations each; San Francisco, six; Boston, Detroit, Pittsburgh, St. Louis, Buffalo, and Cincinnati each five; Cleveland, Washington and Columbus each four; Baltimore, Albany-Schenectady-Troy and Rochester, three; and Youngstown, Akron and Toledo each one.

On the committee which drew up the proposal were: F. J. Bingley of the Philco Corp., chairman; Dr. Goldsmith, DuMont Labs.; David B. Smith, Philco; O. B. Hanson, and Robert Shelby, NBC; George Lewis, Federal Telephone & Radio Corp.; E. A. Hayes, Hughes Productions; Harry Lubcke, Don Lee Broadcasting System; H. L. Blatterman, Earle C. Anthony Inc.; W. J. Purcell, General Electric Co.

Proceeding rapidly on Wednesday morning, the Commission took up Fixed Public Service (other than Alaska). Haraden Pratt, chairman of Panel 8, read from his brief although Chairman Porter later reiterated the request that only new

(Continued on page 64)

DuMont Would Give 44-216 mc To Television, Eliminating FM

EXPANSION of the 6-mc television band to include all the area between 44 and 216 mc, thus eliminating FM unless that service eventually moves still higher, was proposed last Friday at the FCC oral argument on spectrum proposals between 25-30,000 mc by Dr. T. T. Goldsmith Jr., research director of the Allen B. DuMont Labs., Passaic, N. J.

Dr. Goldsmith, on behalf of the DuMont Labs., approved the FCC proposals, but requested that the 102-108 mc channel be assigned now to television. The Commission proposes to reserve that band for future assignment to television, FM, facsimile, or other services, dependent upon future needs.

"While 12 channels will provide for a limited competitive commercial* service, the addition of the 13th channel will be of further assistance," said Dr. Goldsmith in a statement prepared by the Allen B. DuMont Labs. "Furthermore, it will insure that the receiver designs will be developed along lines probably capable of including all of these 13 channels, and assure ready adaptation to include other channels between 84 and 180 mc."

Additional Channels

Dr. Goldsmith urged the Commission to "take such steps as are practical to earmark additional 6-mc channels in the region between 84 and 180 mc", to be released by other services when no longer re-

(Continued on page 73)

Radio May Lose Older Men to Service

Draft Boards Expected To Call 30-33 Age Groups

By JACK LEVY

BARRING military developments which may reduce the needs of the armed services, broadcasters may be called upon by local draft boards to give up a substantial portion of their physically qualified registrants in the 30-33 age group beginning about April 1, acording to a spot check of Selective Service boards and station personnel directors by BROADCASTING last week.

While the boards were unable to estimate how many 30-33 men would be called, it was indicated that the prospects for filling quotas from the 18 through 29 groups are exceedingly poor. Should the need for replacements continue at the present rate, it appeared, it would become necessary to make progressively greater demands on the older groups.

Must Be 'Necessary'

Under new procedures announced Feb. 25 by National Headquarters of Selective Service, registrants in the 30-33 group to be eligible for deferment must be "necessary to and regularly engaged in" essential activities. Previously, it was only required that registrants 30 years of age or over be "regularly engaged in" essential activities to be eligible for deferment. The status of registrants in the 34-37 group is not affected.

Forms 42 or 42A should be used by employers in requesting occupational deferment of registrants over 29. A spokesman for Selective Service said that boards can be expected to give careful consideration to key employes and that technical men especially will likely be granted deferment. Determination in all cases will be left to the boards.

Whether the boards will allow present deferments to continue until date of expiration before calling up men for induction would depend on local conditions. In some areas, those who have had preinduction physical examinations will be the first to be called and deferments will be permitted to stand. In other areas it may be necessary to review all deferments to furnish the necessary men to meet quotas.

For registrants under 30, the regulations call for filing a new form, 42A (Special Revised), for obtaining occupational deferment and for certification by designated agencies in the Government responsible for procurement and production of war materials and those responsible for the maintenance of essential services. This procedure is to assist local boards in determining which registrants, in the interest of the war effort, should be given serious consideration.

FCC Not Included

Although the FCC is not included in the list of 15 recommending agencies designated for the 18-29 group, Selective Service emphasized that employers may file the new form with the local boards even though certification has been denied by the Government agency having jurisdiction or if the employer does not come within the jurisdiction of any Federal agency. The local board is empowered to grant or deny deferment as its judgment dictates but are instructed to give certified requests the most serious consideration.

At the office of Col. Arthur V. McDermott, Director of Selective Service for the New York City area, it was predicted that "quite a few" men would be needed from the 30-33 age group to meet the demands of the military services, as the supply of 26-29-year-olds is limited. Spokesmen refused even to hint at the number of men in the 30-33 group who would be required from the city, stating only that this will depend entirely on the needs of the armed forces.

A quick check of a representative sample of New York stations revealed that while many station employes are in the 30-33 group, the industry will not be hard hit by the draft unless its present "essential" classification is withdrawn and unless there is to be a general reclassification of individuals now deferred for physical disability. Most stations reported that either they had been granted or had requested occupational deferment for all key employes. If selective service does move in on radio, the announcing, sales and technical staffs seem likely to be hit hardest, the reports indicated.

The proportion of men in the 30-33 group to total registrants varied widely with stations. One key network outlet reported 31 registrants in this group classified as 2A. An independent station had none who would be affected. Another had 60% of its operating staff in the 30-33 group.

In Chicago, one key network station reported 10% of its operating personnel in the 30-33 group while another had less than 5% and a third about 8%. One independent had 14% and another 7% in the 30-33 group.

In Washington, one key station reported 22% of its registrants in the 30-33 group classified as 2A while another said that all of its 30-33 men were 2A(F). Another major station reported about 30% in the 30-33 group. Generally, engineers constituted about half of the total registrants in the 30-33 group.

WOPI DESTROYED BY MIDNIGHT FIRE

FIRE which began in an adjoining store destroyed the building Saturday, Feb. 24 in which WOPI Bristol had studios on the second floor. The fire was reported by an announcer as he signed off at 12:05 a.m. All station equipment was destroyed except typewriters and office furniture which were removed before the blaze reached them. Current records were damaged.

Offices of the station have been moved temporarily to the building floor of the Union Trust building half a block east of the former location at 410 State street. The blaze destroyed a grocery store, real estate office and doctor's and lawyers' offices in two three-story buildings.

Carter Test

STARTING off with a ten-city test, Carter products, New York, will sponsor *John J. Anthony's Goodwill Hour* on Mutual Monday through Friday, 1:45-2 p.m., probably starting April 2. Period was the one originally planned, the network declining a later proposal for a 9:15 p.m. across-the-board spot on the grounds that combination of the product, liver pills, the night hour and program would not make good radio [BROADCASTING, Feb. 26]. To be expanded to a larger network if the test is successful, series is scheduled for WOR WGN KHJ KFRC WIP WNAC WEBR WHK KWK WOL. Ted Bates Inc., New York, is agency. Carter sponsors *Jimmie Fidler* on the Blue, for Arrid, placed by Small & Seiffer, New York. Mr. Anthony's last commercial series was on Mutual for D. L. Clark Co., Pittsburgh.

Murine Buys Spots

MURINE Co., Chicago, on March 5 begins sponsorship for 52 weeks of transcribed spot announcements on stations KOB WCPO KVOD WHO KFOR WOW KOY KVOO KANS WDEL WMBG KWBU. Agency is BBDO Chicago.

GE Net Up

NET INCOME of General Electric Co. available for dividends for 1944 totaled $50,846,000, or $1.76 per common share, compared with $44,923,000, or $1.56 per share in 1943. GE president Charles E. Wilson announced last Friday. These amounts were after setting aside $7,123,000 for postwar adjustments and $5,323,000 for contingencies.

IT'S A LONG-TERM affiliation for Walt Lochman (r) as KCMO Kansas City director of sports and special events, effective March 20. E. K. Hartenbower, KCMO general manager, smiles approval. Coming from WIND Chicago, Mr. Lochman in 1940 ranked first on the national *Sporting News* poll.

Blue Names Huber To Top Ad Post

Appointed Kenway Successor; Murray Grabhorn Promoted

E. J. (Mike) HUBER, former sales promotion manager of the Blue Network central division at Chicago, has been appointed advertising manager of the network, Fred Smith, vice-president in charge of advertising, promotion and publicity, announced last week. Mr. Huber will supervise the advertising and promotion of Blue cooperative programs, station promotion and business development as well as for the network itself, Mr. Smith said.

Kenway Named

Ivor Kenway, whom Mr. Huber succeeds as Blue advertising manager, has been placed in charge of advertising and promotion for the network's owned and managed stations. He will also supervise publicity and public relations, research and business development for the Blue's own stations.

Mr. Smith also announced the appointment of BBDO, New York, as advertising agency for the network, replacing Geyer, Cornell & Newell. Leonard Erikson, who recently joined the agency after some 12 years at CBS, where he was network sales manager, will be account executive on the Blue account.

Murray Grabhorn, assistant sales manager of the Blue Network, has been placed in charge of the sales and promotion activities for programs built by the Blue program department. He has been temporarily relieved of his administrative duties, to concentrate on this special assignment. Mary Baldinger of the network's promotion department has been assigned to assist Mr. Grabhorn in the preparation of special promotion for these programs.

* * *

Florsheim Named

STANLEY FLORSHEIM, formerly manager of cooperative program sales for the Blue Network, has been made director of cooperative programs, Mark Woods, president, American Broadcasting Co., owner of the Blue, announced last week. Ludwig Simmel, formerly Blue sales service manager, has been named administrative assistant to Mr. Florsheim; George Schrier of the Blue publicity staff has been made publicity manager of the department, and Lydell Wilson, with the department since its inception two years ago, becomes business development manager for co-op shows.

Robert Saudek, just returned from service overseas for the OWI as manager of ABSIE, has rejoined the Blue as sales service manager, succeeding Mr. Simmel. Prior to leaving the Blue last spring, Mr. Saudek had been assistant to the executive vice-president.

NAB Urges 'Hitch-Hikers' Be Abolished

May Revise Code; Presidency Studied

CALLED UPON to dispose of a welter of problems due to cancelation of the membership meeting this year in keeping with wartime restrictions, the NAB Board of Directors at a two-day session in Washington last Tuesday and Wednesday polished off a weighty interim agenda which it hopes will hold radio on even keel until the next regular board session scheduled for Omaha in May.

Highlighting the board's actions were:

(1) Enlargement of the committee to select a president to succeed J. Harold Ryan by adding Don S. Elias, WWNC Asheville; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha, to supplement the original committee of Messrs. Ryan, James D. Shouse, WLW Cincinnati and G. Richard Shafto, WIS Columbia, S. C. Mr. Shafto was named temporary chairman, succeeding Mr. Ryan.

(2) Adoption of a resolution proposed by its Sales Managers Executive Committee calling upon the networks to eliminate "cow-catcher", "hitch-hike" and cross-reference announcements "at the earliest possible date".

Code Report Considered

(3) Consideration of interim report of the NAB Code Committee, exploring possible revisions in the self-regulation code and augmenting the board's code liaison committee to work out proposed amendments probably to be considered at the next annual meeting.

(4) Authorization of associate membership liaison with NAB standing committees and as first step naming three radio station representatives to consult with the Sales Manager Executive Committee. They are John Blair, John Blair & Co.; William Knodel, Free & Peters Inc., and Henry I. Christal, vice-president, Edward Petry & Co. Inc.

(5) Authorization of steps to strengthen employe-employer relations in radio through expansion of labor relations activities upon recommendations of John Morgan Davis, general counsel.

(6) Endorsement of recommendations of its news committee on handling of sponsored news programs and authorization that the recommendations be sent to all stations for edification and guidance.

(7) Referral to public relations committee of a proposal prepared by Losh & Lee, Los Angeles public relations firm, for creation of a proposed Academy of Radio Arts & Sciences, to award "Oscars" for outstanding radio performance and for other public relations purposes.

Without mentioning names, President Ryan reported to the board on the search for a new president, who would take office on July 1—the deadline set by Mr. Ryan for his return to his regular duties as vice-president and directing head of the Fort Industry Co. stations. More than a dozen names originally were considered by the three-man committee and the list was narrowed down to three or four. The committee, however, requested the board to give it further instructions on such matters as tenure, salary, type of man preferred and authority to make a definite commitment within prescribed limitations.

Action at Omaha?

The enlarged committee will meet in New York March 21 for its first full session. It will deliver an interim report at the Omaha meeting. That session will be held between May 1 and 15, at the invitation of Director Gillin. Mr. Ryan had assumed the NAB presidency on an interim basis in April 1944, with the understanding that he would not be required to serve beyond next July 1. He took over the presidency from Neville Miller, first paid executive of the NAB and now with UNRRA in the European war theatre. Mr. Miller's stipend was $35,000 per year, plus $5,000 in allowances.

Unanimously adopted were the recommended resolutions proposed by the Sales Managers Committee against parasitic station-break announcements. Both NBC and CBS had made commitments for their elimination and these, it was reported, were renewed at the board meeting. Arthur Church, KMBC Kansas City, had petitioned the board to renew the plea for their prompt elimination, having called attention to the previous CBS deadline of Oct. 1, 1944, which reportedly was not invoked because of the failure of other networks to follow through on commitments.

The resolutions as adopted by the board follow:

WHEREAS the use of so-called "cow-catcher" and "hitch-hike" announcements militates against the interests of radio listeners generally by tending to create annoyance, confusion and misunderstanding in the minds of such listeners,

BE IT RESOLVED that the Sales Managers Executive Committee respectfully requests the NAB Board of Directors to urge all broadcasters to eliminate so-called "cow-catcher" and "hitch-hike" announcements from network, national spot and local programs at the earliest possible date.

WHEREAS it should be the constant aim of radio station management to present programs of varied interest, and to promote such programs to the end that the number of sets in use shall increase, and

WHEREAS the present practice of network, non-network and local advertisers of calling attention to their programs on competing stations or networks tends only to divide the existing audience, now, therefore,

BE IT RESOLVED that the Sales Managers Executive Committee urges the broadcasting industry to discourage and ultimately to deny to network, non-network and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

Study Authorized

Following a lengthy discussion of the NAB code as adopted in 1939 and a report on the code committee's meeting in Washington the preceding week from Code Committee Chairman Lee B. Wailes, manager of Westinghouse Radio Stations Inc., the board authorized a continuing study looking toward possible revisions at the next annual convention. The board liaison code committee was enlarged to include two additional members, with Campbell Arnoux, WTAR Norfolk, and Paul W. Morency, WTIC Hartford, added to the original committee of Kolin Hager, WGY Schenectady; F. M. Russell, NBC Washington vice-president, and Don S. Elias, WWNC Asheville. The Code Committee has called a tentative meeting in New York for March 21-22.

The code, it was emphasized, is part of a continuing effort and is "a living and virile document". Controversy engendered over CIO-WHKC proceedings before the FCC was reviewed and there was discussion as to whether stations should sell time to labor unions and cooperatives. One view was that

(Continued on page 63)

Nominations Made for Election to Fill Six Posts as NAB Directors-at-Large

FORCED TO conduct its annual election of directors-at-large by mail ballot because of the cancellation of the 1945 annual meeting in compliance with Government requirements, the 17 district directors of the NAB last week nominated 18 broadcasters for the six at-large posts, to take office July 1. The procedure is in compliance with revised by-laws adopted by the convention last year.

Nominated for the two large station (50 kc clear channel) directorships, were: Joseph O. Maland, WHO Des Moines; (incumbent), Paul W. Morency, WTIC Hartford (now district director); W. H. Summerville, WWL New Orleans; J. Leonard Reinsch, WSB Atlanta (incumbent); Lee B. Wailes, Westinghouse Radio Stations Inc.

Medium station nominations: T. A. M. Craven, Cowles Broadcasting Co. (incumbent); F. M. Doolittle, WDRC Hartford; Bob Priebe, KRSC Seattle; C. T. Hagman, WTCN Minneapolis; G. Richard Shafto, WIS Columbia, S. C.; E. E. Hill, WTAG, Worcester; George M. Burbach, KSD St. Louis. Don S. Elias, WWNC Asheville, a veteran of a decade on the board, declined nomination.

Small station nominations: Clair R. McCollough, Mason-Dixon stations in Pennsylvania and Delaware; Frank King, WMBR Jacksonville (incumbent); Dietrich Dirks, KTRI Sioux City (incumbent); Marshall Pengra, KRNR Roseburg, Ore.; Dale Taylor, WENY Elmira, N. Y.; Matthew H. Bonebrake, KOCY Oklahoma City.

Network directors at large are F. M. Russell for NBC and Dr. Frank Stanton, CBS. Blue and Mutual are not NAB members. The networks designate their own directors.

Hugh A. L. Halff, WOAI San Antonio, district director from Texas, tendered his resignation effective March 15, for health reasons. Martin Campbell, WFAA, WBAP-KGKO Dallas-Fort Worth, recently elected to succeed Mr. Halff on July 1, will assume the post March 15.

Under the wartime procedure, the NAB membership must be notified of the at-large nominations by about May 15. Within 15 days new nominations may be made by a minimum of 10 station members, but these need not be by petition carrying that number of signatures. If a minimum of 10 members write in the same name for a broadcaster for any director class, the name will appear on the final ballots to go out by June 1, returnable in 15 days to the election committee.

The board also authorized a referendum ballot on the election of a new director for the fifth district, to be conducted by Ernst & Ernst, in view of the split meeting necessitated by the ODT restrictions on more than 50 attendees. Georgia and Alabama broadcasters of District 5 meet March 19-20 in Atlanta, while Florida and Puerto Rico broadcasters meet in Jacksonville March 22-23. The incumbent district director is John C. Bell, WBRC Birmingham. Two other districts, the first, which meets in Boston March 5-6, and the ninth, which meets in Chicago March 29-30, will elect directors for two-year terms. The incumbents are Mr. Morency for District 1 and Leslie C. Johnson, WHBF Rock Island.

691 NAB Members

NAB MEMBERSHIP has reached an all-time high of 691, of which 635 are standard stations, 16 FM stations, one television station, two networks, and 37 associate members. Since the last NAB Board meeting in November, 30 additional active members have been enrolled, along with two associates. Among the newcomers is Comdr. E. F. McDonald, president of Zenith Radio Corp., which operates WWZR, FM outlet. Comdr. McDonald was first president of the NAB, having served in 1923-25 when he owned WJAZ Chicago.

Denny, Hyde, Bartlett Figure In FCC Promotion Speculation

General Counsel Is Mentioned as Successor to Craven; Veteran Assistant May Move up

AN FCC "merit parlay" which would see General Counsel Charles R. Denny move up to a commissionership, Rosel H. Hyde stepped up a notch as Mr. Denny's successor, and Col. Theodore L. Bartlett, recently returned from the Mediterranean theatre, succeed to an assistant general counselship, was being speculated upon last week. All three have been mentioned for the existing FCC vacancy, created when Comdr. T. A. M. Craven retired to the broadcasting field last July.

Mr. Denny has not been a candidate, but is said to have the endorsement of Chairman Paul A. Porter. With the President's return to Washington last week from the Yalta war conference, it is expected a nomination will be sent the Senate any day. The 32-year-old general counsel is a Democrat and Washingtonian. He has won the confidence of the Commission and of members of Congress identified with radio during his tenure as the FCC's chief lawyer which began in 1942, after having served a year as assistant general counsel.

Hyde Gets Support

Mr. Hyde, veteran assistant general counsel in charge of broadcasting, has been supported strongly for the Craven vacancy. An Idaho Republican, he was with the former Federal Radio Commission in 1928—shortly after its creation, has served continuously with it and the FCC. If Mr. Denny receives the FCC appointment, Mr. Hyde's elevation to the general counselship is regarded almost as a certainty.

Col. Bartlett, likewise a veteran FCC attorney, was in charge of the Law Department's administrative activities before going on active Army duty three years ago. He was air communications officer in the Mediterranean theatre until his return to this country a few weeks ago. It was thought likely that Col. Bartlett, if not named to the Commission vacancy, would be proferred an assistant general counselship—probably in connection with the important allocations phases upon which so much emphasis is being placed in view of prospective postwar operations.

Should the "merit" promotions ensue, it is thought the FCC will seek Congressional authorization for an increase in the number of assistant general counselships from the present three to possibly five or six. Fanney Neyman Litvin and Leonard Marks, both senior attorneys on the broadcast staff under Mr. Hyde, logically would be in line for assistant general counselships.

Chairman Porter is expected to confer with the President on the FCC vacancy any day. He is known to be anxious to have the Commission brought to its full strength promptly, because of the heavy schedule of work ahead.

School Sold

STOCK of Midland Radio & Television Schools Inc., all owned by KMBC Kansas City, has been acquired by G. L. Taylor, president and active head of the schools, according to Arthur B. Church, KMBC president. Mr. Taylor has resigned as KMBC vice-president in charge of technical development. Robin D. Compton, formerly of RCA and NBC, and active in television, has been named technical director of Midland Broadcasting Co. A. R. Moler, chief engineer, and A. K. Krahl, studio director, continue their KMBC posts.

$1,000,000 LIBEL CHARGED BY NOBLE

EDWARD J. NOBLE, chairman of the board of American Broadcasting Co. (Blue), Thursday filed a motion in the New York Supreme Court asking permission to file a counterclaim for libel for $1,000,000 in the $2,925,000 damage suit of Donald Flamm against Mr. Noble in the sale of WMCA New York by Mr. Flamm to Mr. Noble for $850,000. Justice William C. Hect Jr. reserved decision.

Mr. Noble's action is based on statements said to be contained in press releases issued on Mr. Flamm's behalf in connection with his suit, which charges Mr. Noble with coercion and illegal conspiracy with Mr. Flamm's employes to force Mr. Flamm to sell WMCA to Mr. Noble. Mr. Flamm's action to have the sale rescinded and the station restored to him was altered to a suit for damages following the sale of WMCA by Mr. Noble to a group headed by Nathan Straus, now president.

Shepard, Damm, Craney Seek To Revive Regional Stations

FOLLOWING practically the identical pattern of previous allocation proceedings involving clear channels, moves were initiated last week to revive an organization of regional broadcast stations to present the medium-station case before the FCC clear channel hearings scheduled to begin May 9 in Washington.

John Shepard 3d., chairman of the Yankee Network and former president of the National Assn. of Regional Broadcast Stations, formed in 1938; Walter J. Damm, vice-president of the *Milwaukee Journal* stations, and president of FM Broadcasters Inc.; and Ed Craney, KGIR Butte, last Monday sent telegrams to some 20 former directors of NARBS proposing reactivation of the regional group. A majority of those contacted, Mr. Shepard said last week, supported the move and a letter will go out forthwith to all regional or non-clear-channel stations inviting them to participate in the organization.

Steering Group

Mr. Shepard said it was not certain whether the organization, if created, would follow the pattern of NARBS or whether it would simply become a committee operation similar to the Newspaper-Radio Committee created several years ago to block moves looking toward divorcement of newspapers from station ownership. In any event, he said, the plan was to create a steering committee or executive committee which would function for the organization.

In its letter to regional stations, the organizing committee will recommend an informal organization, probably to be known as the "Regional Group". It was suggested that the executive committee include the same membership as the last board of NARBS but with two changes. In addition to Messrs. Shepard and Craney, the old board included Hoyt B. Wooten, WREC Memphis; Campbell Arnoux, WTAR Norfolk; Edgar L. Bill, WMBD Peoria; Lewis Allen Weiss, Don Lee, and Edgar H. Twamley, then of WBEN Buffalo. Mr. Twamley, now with Spot Sales in New York, no longer is in the station field, while Mr. Weiss declined to serve. The suggestion was made that Mr. Damm and T. A. M. Craven, former FCC commissioner and executive vice-president of Cowles Broadcasting Co., be substituted for them. All mentioned have agreed to serve, with the exception of Mr. Bill, who could not be reached.

The plan, according to Mr. Shepard, would be to present testimony at the May 9 hearings, opposing any encroachment on service or operation of regional stations. This presumably would include opposition to any increases in power for clear-channel stations and would be in favor of the breaking down of the existing two dozen clear channels to I-B (duplicated) status. NARBS originally was formed on a provisional basis in 1936, prior to the engineering allocations hearings that were dealing with standard broadcasting. It was made a permanent organization in 1938, preparatory to the last clear-channel hearings, which preceded the original North American Regional Broadcasting Agreement which expires next year.

It is expected both legal and engineering counsel would be retained by the regional organization. Paul D. P. Spearman, former counsel for NARBS, is regarded as the likely selection as counsel. The former engineering counsel was Dr. Greenleaf Whittier Pickard, of Boston.

Because of the ODT ban on conventions of more than 50 out-of-town people, it is doubted whether the regional group will call a general meeting. Mr. Shepard said that the membership could be kept posted by mail.

Clear Group Plans Hearing Procedure

Craig Presides at Meeting of CCBS Executive Committee

INFORMAL conferences with the FCC engineering and legal staff, to determine the scope and magnitude of data to be developed for the clear-channel allocation proceedings scheduled for May 9, were arranged last week by the Clear Channel Broadcasting Service, following a two-day session in Washington and an informal discussion with FCC Chairman Paul A. Porter.

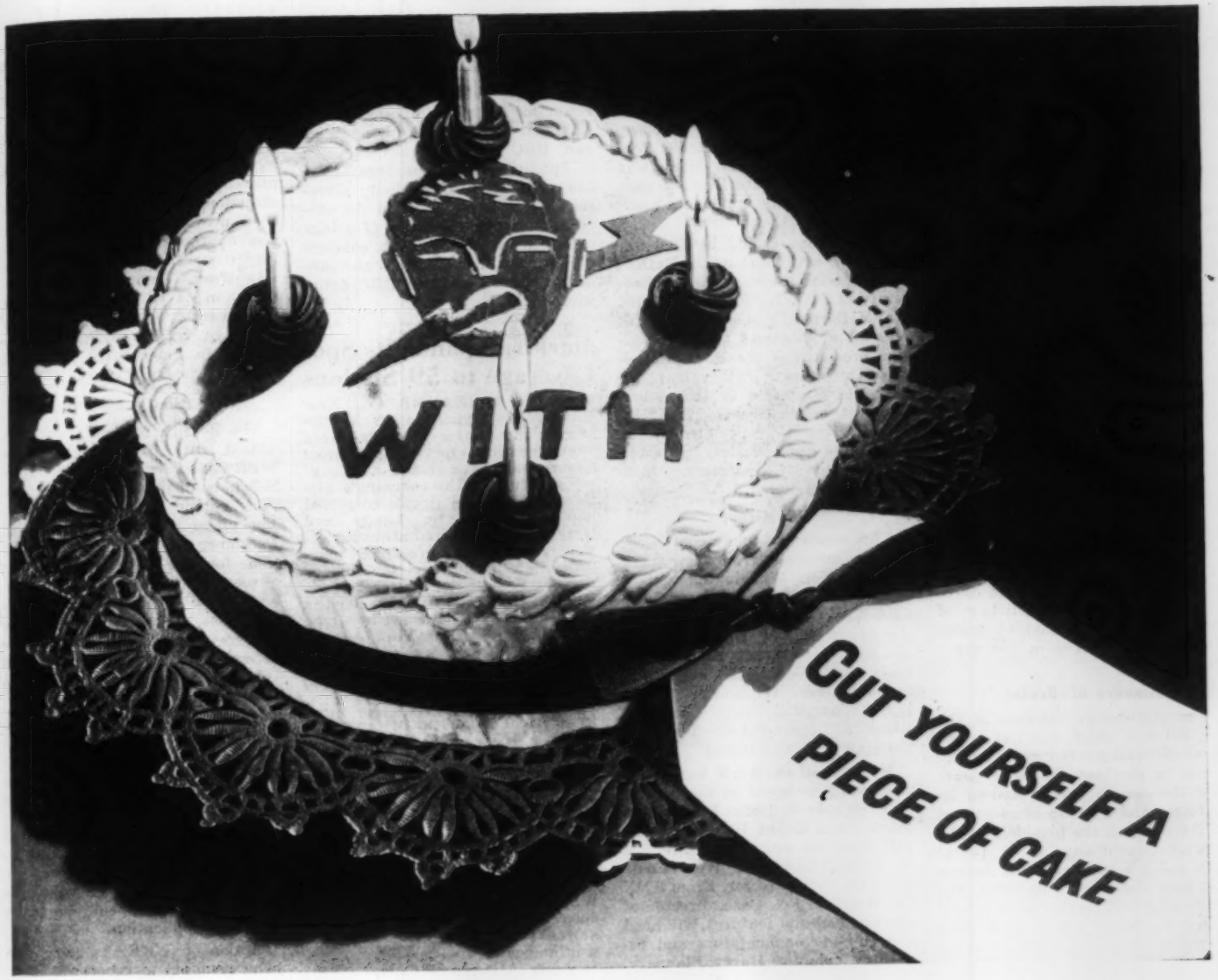
Whether postponement of the May 9 date will be sought by the clear-channel stations will depend largely upon the outcome of the staff discussions, it was believed. At the informal sessions, efforts will be made to clarify the issues and to determine what technical data will be developed by the FCC and what portion the clear-channel group should supply. It was thought the group will seek postponement until fall, in any event.

Craig Presides

Edwin W. Craig, WSM Nashville, chairman of CCBS, presided over a meeting of the executive committee of the group in Washington last Thursday and Friday. Attending the sessions were a number of clear-channel station representatives not on the committee.

Those present included: J. Leonard Reinsch, WSB Atlanta; B. J. Palmer, J. O. Maland, Paul Loyet and Ralph Evans, WHO Des Moines; Frank Scott, WHO attorney; Mark Ethridge and W. Lee Coulson, WHAS Louisville; William B. Ryan and H. L. Blatterman, KFI Los Angeles; James D. Shouse and James Rockwell, WLW Cincinnati; Hugh A. L. Halff, WOAI San Antonio; W. H. Summerville, WWL New Orleans. Louis G. Caldwell, general counsel of CCBS, and Andrew D. Ring, engineering consultant, also participated. Messrs. Craig, Ethridge, Maland, Caldwell and Ring conferred with Chairman Porter last Friday regarding the staff conferences on issues and procedure.

FIRST public speech of Gen. Joseph W. Stillwell since his recall from China was presented Friday as an exclusive from Cleveland by WJW. Gen. Stillwell spoke before the Cleveland post of the Army Ordnance Assn. at the Hotel Statler.



Cut yourself a piece of cake!

It's another W-I-T-H birthday we're inviting you to share in. This is our fourth. And the traditional W-I-T-H birthday cake for agency time buyers and advertisers, has been delivered or will arrive this week.

It's just a friendly way to express our appreciation to all of you who have helped our station to become one of the most successful independent stations in the country.

Many happy returns to your clients and yourselves, from the station that produces the largest number of listeners in the 6th largest market . . . for the lowest cost.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

WOW Case Heard By Supreme Court

Invasion of FCC Domain by State Court Is Argued

WHETHER the physical properties of a station can be considered apart from its license became the major contention in the case between Radio Station WOW Inc. and Dr. Homer J. Johnson, stockholder of the Woodmen of The World Life Insurance Co., which was argued before the Supreme Court last Thursday by James Lawrence Fly, WOW attorney, and Don W. Stewart, acting for Mr. Johnson. It was Mr. Fly's first court appearance since leaving the FCC last fall.

Two major questions to be decided, both hinging on the separation were: (1) if, as Mr. Johnson contends, the only issue is "constructive fraud" in granting a lease for the station for an allegedly insufficient rental and inadequate protection, and (2), if as the lessee holds, the decision of the Nebraska Supreme Court setting aside the lease and transfer of license invades the jurisdiction of the FCC. The question of public interest also figured in the argument.

Amount of Rental

The stockholder claimed in the original suit which was lost in the lower Nebraska court and then reversed by the State Supreme Court that the station was rented to its manager and a group of associates by their friend, the president of the insurance company, at a rental only about a quarter of its income and inconsistent with its value. Mr. Fly stated that on this issue, which is not the direct one to be decided by the court, it is the license which enhances the value of the station and without it the equipment would be surplus material. Furthermore, he said, the figures given were not relevant since the insurance company is tax exempt whereas that is not the case with WOW Inc.

The Nebraska high court, according to the argument, first ruled that the station and license be returned and in a motion to dismiss the ruling adhered to its original judgment but interpreted the license as being incidental to the return. The claim of violation of Sec. 402 (a) of the Communications Act brought debate of whether a state court or the Commission should decide in cases of "constructive fraud". If as in normal legal procedure, the state court rules how the matter of the license be handled or if the Commission's licensing powers instead cover the matter of proper contract and fitness to run a station, were the questions put before the highest tribunal.

Mr. Fly asked why the complainants didn't come before the Commission while the transfer was being weighed and his opponent argued belief that it was a state matter and said the case was started in court at that time. Mr. Stewart also contends the question of jurisdiction was never brought up until the decision was reversed.

Disagreeing with the no-public-interest contention, Mr. Fly stated that if the physical properties of the station are returned it will still be the FCC's job to issue another license to the Woodmen or not, as it sees fit. This might cause interruption of a vital service during wartime, he said. It would be leaving the Commission "on the horns" in a touchy situation, said the former FCC chairman.

Parenthetically, Mr. Fly told the court he "thinks it is a serious question if the FCC will ever again give a license to an insurance company or a bank."

Nets Plan San Francisco Conference Coverage; BBC Also to Air Meetings

WITH the major networks planning coverage of the United Nations Conference in San Francisco, opening April 25, the Radio Correspondents Assn. last week was detailed by the State Dept. to pass on all radio news applicants planning to report the meeting.

Applications should be filed immediately with Michael J. McDermott, special assistant to the Secretary of State for Press Relations. Mr. McDermott's office in turn refers all applications to Earl Godwin, president of the Radio Correspondents Assn. Although plans were not completed by the association, it appeared likely that D. Harold McGrath, superintendent of the Senate Radio Gallery, probably would be in San Francisco to handle radio personnel.

CBS Group

CBS announced that a contingent of four newsmen from New York and one from Washington will be sent to San Francisco to work with CBS West Coast newsmen. Heading the group will be Everett Holles, assistant director of news broadcasts. From New York will go these commentators: William L. Shirer, Bob Trout, Maj. George Fielding Elliot. Bill Henry of the Washington staff also will attend.

Members of the KQW San Francisco staff assigned to the conference include William Eilers, Don Mozley and Grant Holcombe, who will function under the direction of Philip Woodyatt, West Coast assistant news director. From KNX Los Angeles, Fox Case, director of news and special features, will head a group of commentators and reporters including Harry Flannery, Chet Huntley, Nelson Pringle and Wallace Sterling. Two KNX technicians, Les Bowman and John Quinn, also have been asigned.

To give British listeners full coverage of the San Francisco conference, BBC will have a broadcasting booth. Louise Ryerson, in charge of facilities at the North American branch of the BBC in New York, left Feb. 26 for San Francisco to make arrangements. Alistaire Cooke and Anthony Wiggan, BBC newsmen, are expected to handle most of the broadcasts. Chris Cross, BBC publicity director, also expects to attend the conference at the conclusion of a tour of the West and Midwest, contacting stations, radio editors and others in connection with BBC activities in the U. S.

Marlin Expands Its Spot Coverage to 59 Stations

MARLIN FIREARMS Co., New Haven, has expanded to 59 the number of stations carrying spot announcements for Marlin razor blades and shave cream—the largest schedule in the company's history. Transcribed jingles composed and performed by Lanny and Ginger Grey are aired about thrice-weekly on stations in selected markets. Latest additions to run for the first half of 1945 include WNOX WHBF WIBC. Included is a daily morning newscast by Clyde Kitell on WEAF New York. Agency is Craven & Hedrick, New York.

Other stations are:
WHKK KGNC WGST WFBR WEEI WICC WKBW WBT WAAF WCFL WJJD WLW WGAR KSKY KOA KRNT KPRC KFAB KFOR KARK KNX WHAS WMPS WIOD WKAT WTMJ WCCO WSIX WDSU WJZ WOR WTAR KOIL KYW KOY KDKA KGW WGAN WEAN WRNL WHEC KXOK KDYL WOAI KGO KQW WGY KOL KOMO KFPY WAGE WTOL KVOO WRC KFH.

Long Opens Rep. Firm

DEWEY H. LONG, former manager of WELI New Haven and WSAI Cincinnati, on March 15 will open his own southeastern representative firm with headquarters in Atlanta. The firm will be located in the William Oliver building. A veteran in radio sales and management, Mr. Long was formerly southeastern representative for CBS radio sales and commercial manager of WBT Charlotte and WAPI Birmingham. In addition to representing stations in the southeast, he will act as consultant to stations in that area.

Mr. Long

Blue Meeting

REPRESENTATIVES of the eight stations which will become affiliates of the American Broadcasting Co. (Blue Network) on June 15 will meet in New York the end of this month to discuss plans for promoting the new affiliations to their listeners and clients. Meeting, called by Oscar (Pete) Schloss of the Blue stations department, will be attended by executives of WCAE Pittsburgh (currently MBS); WFBR Baltimore (MBS); KRNT Des Moines (CBS); WNAX Yankton (CBS); WPDQ Jacksonville, Fla. (MBS); WFTL Miami (MBS); WCOP Boston (Blue); WLAW Lawrence (CBS).

WPB Reconsiders Four Applications

New Stations Authorized After Once Being Refused

AGAIN reversing itself, the War Production Board last week approved four applications for construction of new stations which had been previously denied authorization on the ground the additional facilities were not essential to the war effort. The action permits construction of two new stations in Sacramento, Cal., an additional outlet in Harrisburg, Pa., and a station in Petersburg, Va., which has no primary service.

Action Consistent

The Board's reversals were consistent with overrulings by the WPB Construction Bureau early in February of denial of two applications by the Radio & Radar Division under a policy instituted last December of refusing authorizations for new stations on the basis of essentiality during wartime. Following the turnabout on these applications, all other applicants who had been denied authorization filed appeals and, it is understood, the Division recommended approval in the interest of consistency.

The Board also reversed its previous policy regarding applications for construction of new studios for existing stations. Two such applications by KFAB Lincoln and WGES Chicago had been originally refused authorizations by the WPB Construction Bureau although the Radio & Radar Division had recommended approval. Last week, the Bureau, on appeal, approved KFAB's application.

Action on WGES is being withheld pending a report from the War Manpower Commission on availability of labor in Chicago, a critical labor area.

The new station applications approved for construction are for KXOA Sacramento, 250 w on 1490 kc, filed by Lincoln Dellar, vice-president of KSFO San Francisco. KCRA Sacramento, 250 w on 1340 kc, filed by Central Valleys Broadcasting Co.; WHGB Harrisburg, Pa., 250 w on 1400 kc, filed by Herbert Kendrick and G. L. Hash; and WBHD Petersburg, Va., 250 w on 1240 kc, headed by Jonas Weiland, owner of WFTC Kinston, N. C. All of the applicants had been granted conditional construction permits by the FCC prior to its Jan. 16 freeze order.

The Board also approved the application of Robert W. Rounsaville for a new station (WBAC) at Cleveland, Tenn. A conditional construction permit had been granted for this station by the FCC under the Jan. 16 policy following new facilities in areas lacking primary service. Authorization is also likely for WLAT Conway, S. C. which received an FCC conditional under the freeze provisions.

KFAB Opens the Gate to a 1½ Billion Dollar Market*

Beyond this gate...for hundreds of miles over rich rolling farmlands and into wide fertile valleys...stretches the vast 200 county area served by the BIG FARMER STATION.

Throughout this entire KFAB territory, folks enjoy a total annual effective buying income of 1½ billion dollars. Consider, too, Mr. Time-buyer, that this purchasing power is based on such solid sources of income as cattle, sheep, hogs, poultry, grains, along with payrolls from many large industrial plants.

Let KFAB "Open the Gate" to this 1½ Billion Dollar Market for you. Cash in NOW on this tremendous buying power.

**Sales Management, 1944, and CBS Listening Areas, Series 6, 1943.*

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

WJW's MR. NEMO

Everything that happens in Cleveland happens to Mr. Nemo. At least, that's the way he feels about it. He's the only guy we know who is completely happy when he says, "Everything happens to me."

At the drop of a fire alarm or a hockey puck, Nemo's off with a flash, with an announcer and microphone in tow. Nothing ever happens in Cleveland too big for WJW's Mr. Nemo to handle smoothly and professionally, and nothing too small to escape Nemo's attention. His head practically spins on his shoulders looking in all directions for any event that will interest Clevelanders.

We saw him at a prize fight the other night, and remarked, "Big crowd tonight."

He scoffed, "If you think this is a big crowd, **you ought to see all the people I got on the other end of this wire!"**

BASIC Blue Network

WJW 850 CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Tom Joyce Quits RCA - Victor Post

Television Authority Will Announce Plans April 1

TOM JOYCE, general manager of the Radio, Phonograph and Television Department of the RCA Victor Division of the Radio Corporation of America, at Camden, N. J., announced his resignation from the company this week after 23 years of service. Mr. Joyce will announce his future plans about April 1. He will remain in television.

Successful Campaigns

Mr. Joyce is well known as an authority on postwar commercial development of both home and theatre television. At 29 he was manager of advertising and sales promotion of all RCA products. Four years later he was made vice-president of the RCA Mfg. Co., predecessor to RCA Victor Division.

He patented the sealed radio tube carton which was the basis for a sales and advertising campaign credited with stamping out the "racket" of selling used radio tubes as new tubes. Under his direction were carried out the advertising and sales campaigns built around the "Magic Brain", "Magic Eye", "Magic Voice" and other successful exploitatons.

Mr. Joyce was one of the first to foresee the come-back of recorded music. At the beginning of World War II he was given responsibility for RCA Victor's employe morale program. Out of that assignment came the company's "Beat the Promise" campaign on war production that has served as a model for industrial plants all over the U. S. Exhibits at the Chicago fair in 1933-34 and at the New York fair in 1940 were under his direction. He has been active in civic affairs, was one of the founders of the Camden County War Savings Committee, chairman of a Camden County Labor-Management "Production for Victory" committee and a leader in other community affairs.

MR. JOYCE

PAC NEWS SURVEY
Charges Commentators Are Anti-Labor

MONITORING survey conducted by the PAC over a 7-week period preceding the presidential election, covering 212 news items about labor broadcast by 23 network commentators, rates 21% of the items as being factual in content while 79% were comprised of the commentators' and others opinions, according to last week's issue of the *CIO News*.

Declaring that "labor took a beating" from the commentators, the *News* said: "Of the five programs which gave the most attention to labor—Fulton Lewis jr. on Mutual, Morgan Beatty on NBC, Henry Taylor, Baukhage and Ray Henly on Blue—every one had a heavily unfavorable-to-labor score." Mr. Beatty was singled out as "rarely" expressing his own views but quoting anti-labor as opposed to pro-labor opinion in a ratio of about 12 items to one.

"The survey shows," the *News* concludes, "that if major commentators are not to be accused of a sort of mass neurosis that finds them out of step with the democratic temper of the times, they had better be more careful whom they quote when discussing labor topics."

Transfer Sought

VOLUNTARY assignment of license of WDAK Columbus and WRLD West Point, Ga. from the present licensee partnership to a new partnership composed of present owners and two new individuals is sought in applications filed with the FCC. Allen M. Woodall, general manager of WDAK and sales manager of WRLD, would acquire 10% interest and Margaret A. Pill, housewife and women's civic leader, would acquire 8% interest. Amount involved is $15,300. L. J. Duncan, who now is 51% owner, would hold 40% after transfer; Leila A. Duncan, now 25%, 20%; Josephine A. Rawls, now 14%, 12%. Effie H. Allen retains 10% interest. It is proposed, according to applications, Mrs. Pill would counsel stations on women's civic and public service programs.

Lee Hat Plans

FRANK H. LEE HAT Co., Danbury, Conn., has named William H. Weintraub & Co., New York to handle advertising, public relations and merchandising. Plans are understood to call for continuation for the present program, Dale Carnegie's *Little Known Facts About Well-Known People* on Mutual Wed., 10-10:15 p.m., originally placed by Bermingham, Castelman & Pierce, New York.

Stern Given Bust

BILL STERN, NBC sports director, guest of honor at a dinner given last Monday at Toots Shors in New York by the NBC press department, was presented with a bust of himself by Robert Healy, advertising manager, Colgate - Palmolive - Peet Co. C-P-P, which sponsors Mr. Stern's *Colgate Sports Newsreel* on NBC, commissioned Betty Seaver to do the sculpture. Agency is Sherman & Marquette, New York.

Announcing

THE NATIONAL REPRESENTATION
BY WEED and COMPANY
of

WMUR WLAW

MANCHESTER, N. H.
5000 WATTS DAYS
1000 WATTS NIGHTS
610 Kilocycles

LAWRENCE, MASS.
5000 WATTS
FULL TIME
680 Kilocycles

"Covering the Merrimac Valley"

*effective March 1, 1945

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

RCA 1944 Earnings Show Gain Over Previous Year's Report

Net of $10,263,291 Allows for 51.2 Cents Per Common Share; Tax Share Large

NET PROFIT of the Radio Corp. of America in 1944 was $10,263,291 compared with $10,192,452 in 1943, the 25th annual report of the company, released Tuesday by Brig. Gen. David Sarnoff, president, revealed.

The earnings are subject to renegotiation but specific provisions on a basis similar to 1943 have been made. After payment of preferred dividends, earnings on common stock were 51.2 cents per share, compared with 50.5 cents in 1943.

Taxes Large

Representing 74.5% of income, provision for Federal income taxes amounted to $29,947,900, or 14.6% more than last year. The tax provision was equivalent to $2.16 per share on outstanding common stock in 1944; $1.88 in 1943.

The year-end financial statement also shows total current assets as ammounting to $190,629,493 against $189,312,778 in 1943; liabilities, including borrowings under V-Loan credit, $133,251,944 in 1944 compared with $138,977,334 at the end of the previous year. Working capital amounted to $57,377,549 compared with $50,335,444 in 1943. V-Loan credits decreased $10,000,000 during the year to $55,000,000. On Feb. 15, 1945 an additional $20,000,000 was repaid, reducing V-Loan credit to $35,000,000. After providing for dividends and adjustments, the total earned surplus was $43,645,087, and increase of $2,039,436 over last year. A chart showing the company's growth in the past ten years reveals gross income increased from $89,228,898 in 1935 to $326,421,913 in 1944.

Report breaks down gross income by source for 1944 and 1943, showing that the manufacturing division's gross of $244,245,587 is 15.5% above the 1943 total; the communications companies' gross of $22,715,125 is 21.1% ahead of 1943; miscellaneous minus intercompany transactions totaled $2,467,126 in 1944, a decrease of 30.2% from the previous year, and RCA's revenue from broadcasting, $56,994,065 in 1944, also decreased 6.3% from 1943. However, the 1943 broadcasting total included the income from nine months operation of the Blue, before its sale to the American Broadcasting Co., so when that is deducted the figures show that NBC's gross rose from $48,512,335 in 1943 to $56,994,065 in 1944, an increase of 17.5%.

New production peaks in radio-electronic equipment used in the war effort, new records in radio communications and completion of more than 100 research projects for the armed services, are claimed in the annual report.

War products delivered by the RCA Victor division during 1944 set an all-time record, exceeding 1943 deliveries by 16%. More than a thousand engineers have been engaged in research, development and production of radio and electronic equipment for the war effort, resulting in the building of more than 200 new types of electron tubes and more than 350 types of apparatus not manufactured by anyone prior to the war.

For security reasons many developments cannot be revealed but it was disclosed RCA Victor designed and produced many radio altimeters allowing more effective night operations through fog and other bad flying conditions and for other aviation purposes.

One of the major achievements in the field of electron tubes was the development of additional miniature tubes and other types to perform new functions. Many post-war radio products will be considerably smaller because of these miniature tubes and they make possible greater designing flexibility.

Special electron tubes have enabled construction of a television transmitter operating at frequencies up to 300 mc, a wavelength of one meter. This is the first time a transmitter with a power output of 5,000 w has been devised for video broadcasting on a frequency so high in the spectrum. A highly efficient optical system for projecting television pictures has been designed which will, in home application, produce brighter pictures as large as 18 to 24 inches.

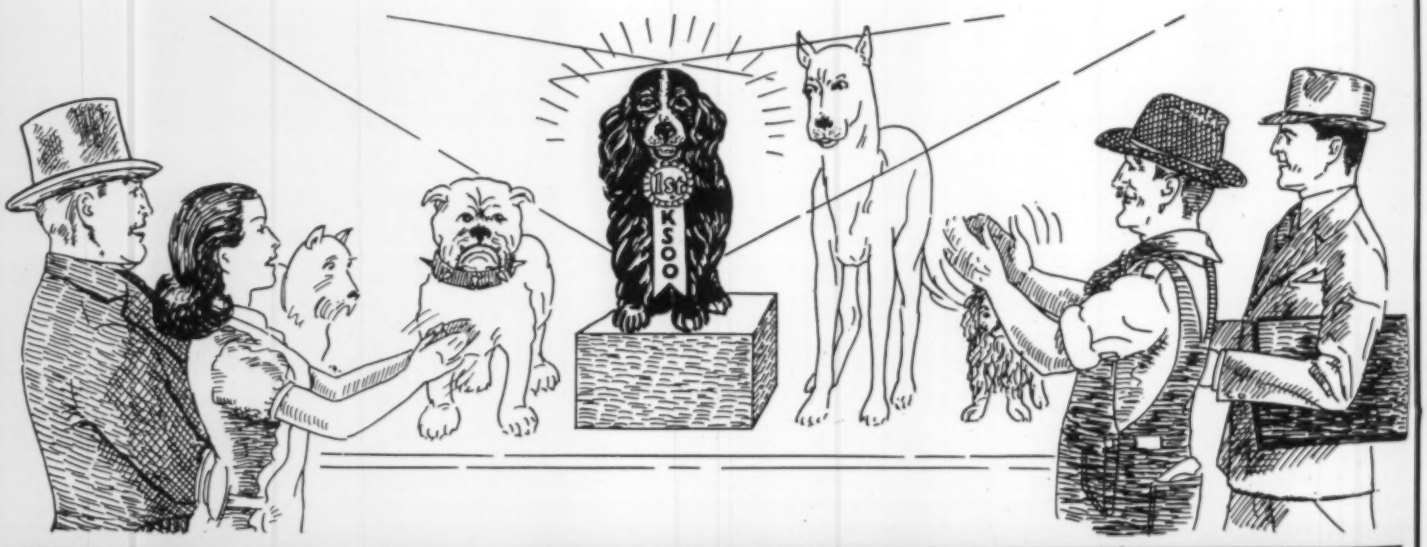
During 1944, NBC broadcast 2,173 programs originating in foreign countries, more than 400 over those broadcasts in 1943. The foreign staff numbered 58. It was 36 last year. RCA communications handled 150,000,000 words of radio traffic, largely related to the war. New direct circuits were established with India and Gambia, British West Africa. Direct service with Paris also was resumed. At the request of military authorities stations were established and operated in Naples and Southern France.

Stockholders at their annual meeting May 1, will be asked to approve the RCA retirement plan, adopted by the board of directors and effective since Dec. 1, 1944.

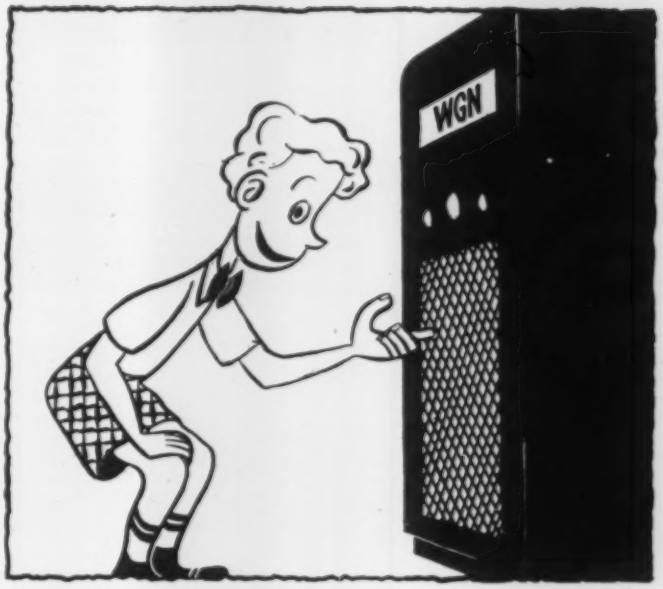
Airline Spots

MID-CONTINENT AIRLINES, Kansas City, on March 1 began three to seven spots weekly on KMOX KSD KXOK KROC WTCN KSO. Till forbid contracts were placed by Goodkind, Joice & Morgan, Chicago.

PREFERRED!



KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.
NBC



Little Elmer says: "There's no need exploring the major Chicago station market when WGN's leadership in local and national spot business is already known."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

29% of Station Personnel in Services

7,918 Men and Women From 900 Outlets Now in Uniform

BROADCASTING stations have given more than 29.69% of their personnel to the armed services, the annual survey conducted by BROADCASTING Yearbook disclosed. This does not include employes of networks. Neither does it take in the hundreds serving the Government in civilian capacity.

On the basis of statistics compiled from questionnaires, 7,918 men and women, representing more than 900 stations, are wearing uniforms of the services. Only six stations reported no personnel in the fighting forces.

Including the several hundred with OWI, WPB, OPA and in civilian capacities with the Army, Navy, Marine Corps, Coast Guard and Maritime Service, it is conservatively estimated that radio's wartime contribution in manpower exceeds 40%.

A year ago slightly more than 23% of radio's personnel was in uniform [BROADCASTING, Jan. 31, 1944]. Only 5,813 were listed in the 1944 Yearbook. Although the 1945 Yearbook, now in distribution, does not list radio personnel in service, the survey was conducted in conjunction with Yearbook information.

Casualties Double 1943

Casualties have increased more than 100% in the last year. Whereas the 1944 Yearbook listed 28 uniformed former employes killed in action or dead as a result of accidents, the 1945 Yearbook lists 57 dead, and 29 missing, as against only seven reported missing a year ago.

Three radio correspondents have met death in battle zones. They were Raymond Clapper and Frank Cuhel of Mutual and Tom Treanor of NBC.

Scores of radio men have been decorated or cited for bravery and activities beyond the line of duty. Heading many of the key departments of Army and Navy are radio men who left their civilian jobs to don the uniform of the fighting forces.

Of the stations reporting personnel in the armed services, KNX Los Angeles leads with 137. Second is WLW Cincinnati, reporting 92 in uniform. WGN Chicago ranks third, with 73 of its former employes in the armed services. Next is WOR New York, reporting 44. WMCA New York is fifth, with 40. Other stations listing 25 or more in the armed services follow:

KFI Los Angeles, 38; KOA Denver, WNAC Boston, each 37; WRUF Gainesville, Fla., WCAU Philadelphia, 36; WRC Washington, WHK Cleveland, 33; WTOP Washington, WCCO Minneapolis, 30; KDKA Pittsburgh, WFAA Dallas, 29; WEEI Boston, WFBC Greenville, S. C., KJR Seattle, KXOK St. Louis, WFBL Syracuse, 28; KRNT Des Moines, KFH Wichita, Kan., WPTF Raleigh, N. C., 27; WHO Des Moines, WCAE Pittsburgh, 26.

Average 8.45

Average per station is 8.45 persons in the armed services.

The radio manufacturing industry has given more than one-third of its employes to the uniformed services, according to a survey conducted by the Radio Manufacturers Assn. Of 86,173 employed in radio manufacturing in 1940, the RMA reported 36,374 are with the fighting forces. Of that number 34,446 are men and 1,928 women.

BROADCASTING statistics do not include the thousands from advertising agencies, production, transcription, talent and kindred allied services who are serving the armed forces.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Rationing Complexities Explained on NBC Show

COMPLEXITIES of the rationing system, and problems relating to food conservation and nutrition are explained in *Nation's Rations*, thrice-weekly quarter-hour public service program which started on NBC Feb. 26, with the network contributing the time, and General Mills Inc. furnishing "Betty Crocker", its home economist, as speaker, and scripts by GM's Marjory Husted. Government representatives explain point rationing and new developments in the food situation. Program originates from Chicago with pickups from Washington, and New York.

While there are no commercials for General Mills, program offers indirect promotional value as Betty Crocker is associated with General Mills for her Friday afternoon programs for Softasilk Cake Flour, and a Saturday morning show, both on NBC. Name is used for GM products, such as Betty Crocker soup.

WMPS News Policy

IN ADDITION to its recent decision to remove middle commercials [BROADCASTING, Feb. 19] WMPS Memphis has announced adoption of a new policy to make news programs more interesting. In an effort to change the set format of news periods, the 8:15 a.m. news will henceforth be titled *Over the Coffee Cups*, with Bob Neal and Bob Greer of the WMPS staff giving the news informally, as though it were being discussed by a couple at breakfast. Stories will pass from one to the other, at all times following copy of the news dispatches.

SINCE late November, KYW listeners have been welcomed to "Harmony Hall" every Wednesday evening, at 7:30. Strawbridge and Clothier, one of America's great department stores, sponsors thirty minutes of delightful music by a 25-piece orchestra, a mixed chorus of sixteen voices, and guest soloists.

"Harmony Hall" is the first program of its kind to be sponsored by a Philadelphia department store. KYW was the natural choice for this production, offering as it does the usual Westinghouse combination of fine facilities.. equipment, talent, producers, announcers, and engineers.. for major programming. These concerts are notable additions to other distinguished local programs, as well as NBC productions, on KYW.

The living-room chair is now a front-row seat for "Harmony Hall" every Wednesday evening at 7:30, in the thousands of homes in Philadelphia and its environs served by Strawbridge & Clothier and KYW.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KDKA · WOWO · KEX · KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Look at the coverage WMT gives you with 5,000 watts at 600 kc.

1. WMT covers 126,500 square miles . . . reaches 3,500,000 people . . . an area whose population represents the bulk of Iowa's $1,500,000,000 yearly income.

2. You reach the listeners attracted by the powerful Columbia Network programs, plus the ingenious, personalized programming designed to appeal to the folks of this area.

3. You reach more of the important markets in Iowa . . . because WMT is located approximately in the center of their concentration, covering an area 320 miles in diameter . . . touching 5 states.

4. The rates? They're the lowest in Iowa per radio family!

➡ **WMT . . . "The Buckle on the Corn Belt" . . . the simplest, least expensive, most effective way to reach the rich "Corn Country Folks of Iowa."**

Represented by the Katz Agency

Small Market Group Selling Advantages Cited by Keystone

Report Confirms NAB Panel Findings on Rates, Programming, Market Data, Salesmanship

ANALYZING the small station picture, the work of the NAB Small Market Stations Panel was praised this week in a special report issued March 5 by the Keystone Broadcasting System. The report reviews parallel findings and similar conclusions on small market stations as a result of individual studies made by the NAB Panel and KBS, and follows by a few days publication of the NAB recommendations of the Small Market Stations Panel, of which Marshall Pengra, general manager of KRNR Roseburg, Ore., is chairman.

The KBS brochure issued on the study, titled "With a Bow to the NAB Small Market Stations Panel," corroborates the NAB Small Market Panel on the questions of: 1) group selling; 2) rates; 3) programming; 4) market data; 5) selling.

Timebuyers' Difficulty

On the subject of group selling, the KBS report states that "one sore thumb to the buyers of time has always been the difficulty in dealing individually with small markets. As compared with major metropolitan outlets, the time purchased in *beyond-metropolitan* markets is much smaller. In the making of smaller contracts individually," the KBS report continues, "the bookkeeping and headaches and administrative expense have been out of proportion to the billing involved. The advantage is obvious. Instead of many separate matters with many discussions involving many contracts, the timebuyer may reduce the business to a single operation under the group selling plan. The group selling plan is the base of the Keystone operation." KBS report states the group selling method for small market stations is the solution of Lewis Avery, NAB director of broadcast advertising.

Regarding rates, the KBS report again parallels the NAB Panel, pointing out that the aim of KBS has been to establish a reliable standard and equitable rate scale, enabling the advertiser to purchase coverage of small towns and rural areas at costs comparable with those in larger cities.

NAB and KBS reports on programming are strikingly similar, both emphasizing the importance of local programming and the advantage of the local station in comprehending the catering to the local audience.

More and better market information data is advised both by the NAB Panel and KBS, the latter pointing out in its report that for the past four years it has provided agencies with data scientifically compiled on the small market picture generally, and specifically on the 208 KBS affiliates.

On the topic of selling, the KBS analysis agrees with the NAB sales suggestions, adding that the modern methods instituted by KBS and its affiliates, on presenting facts and presentations, has met with highly favorable response among agencies and timebuyers.

In conclusion, the KBS report states that: "If there is any Back Seat in the national radio advertising picture, it need not, it will not be reserved for Small Market Stations!"

Harrison to Capital

APPOINTMENT of Al F. Harrison as special representative with headquarters in Washington was announced last week by Hugh Baillie, president of United Press. Mr. Harrison, who arrived in Washington Wednesday, has established offices in the National Press Bldg. He will deal with both radio and newspaper activities. For the last 10 years Mr. Harrison has been manager of radio sales, with headquarters in New York. He created the UP radio wire in 1935 and built it into a nationwide service, covering all 48 states and the District of Columbia.

Canceled by Canada

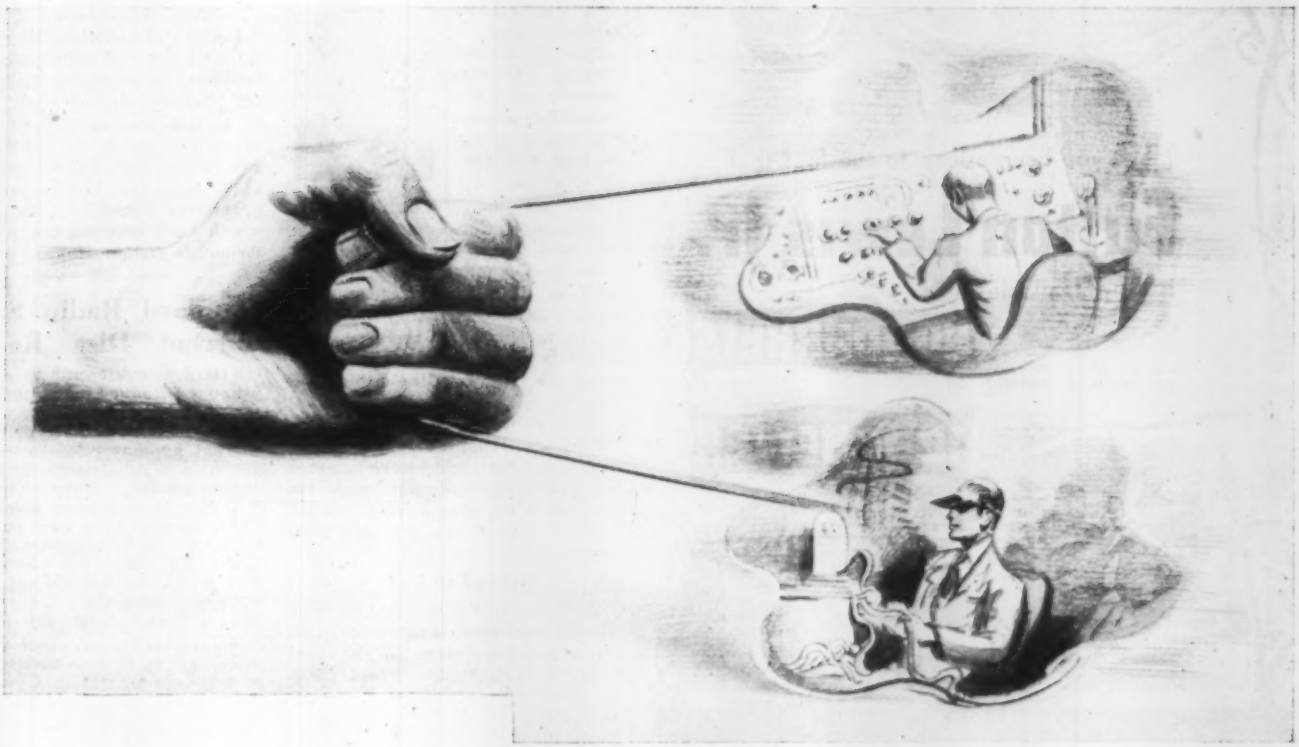
AT LEAST three Canadian network shows are being canceled earlier than the expiration of their contract, on the ground of budget controls and expenditure of more advertising appropriation than allowed under Canadian regulations. The shows affected are Quaker Oats' *Brewster Boy* which terminates on April 13, Lehn & Finks Hind's Creams *Blind Date* which terminates on March 26, and Fruitatives' *Double or Nothing* which terminates on March 31.

$139,553.50

PROCTER & GAMBLE Co. show *Truth or Consequences* on NBC last Saturday celebrated its fifth birthday. Since it went on the air March 3, 1940, under the direction of Ralph Edwards, the program has several times demonstrated radio's pulling-power in the human interest field. An appeal for contributions to the March of Dimes campaign has to date drawn a total of 256,506 mailing pieces representing gifts totaling $139,553.50—said to be the largest single contribution to the fund. Show will broadcast beginning March 17, while being filmed for a movie. Agency is Compton Adv., New York.

MASTER CONTROL

—where and when it counts



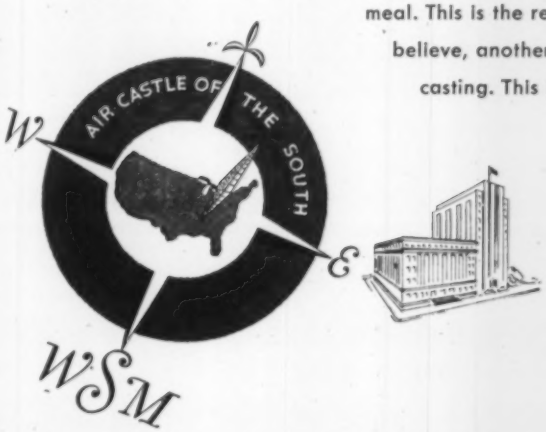
As a clear channel station, our job is to be heard where no other station is heard, to reach people in rural America heretofore reached only by their county weekly newspaper.

This means **signal strength** and **programs with a purpose.**

Our audience needs weather reports as quickly as we can get them.

They want market reports, stock and grain prices, news from the government, as well as news from the war fronts where their stalwart sons fight alongside other stalwart sons from the great cities of America.

Thousands upon thousands of farmers set their clocks, come and go to and from the fields in relation to the service programs WSM brings them. They've come to expect WSM service as confidently as they expect their next meal. This is the result of twenty years of broadcasting to rural America. This is, we believe, another demonstration of the **need** and **purpose** of clear channel broadcasting. This is WSM.



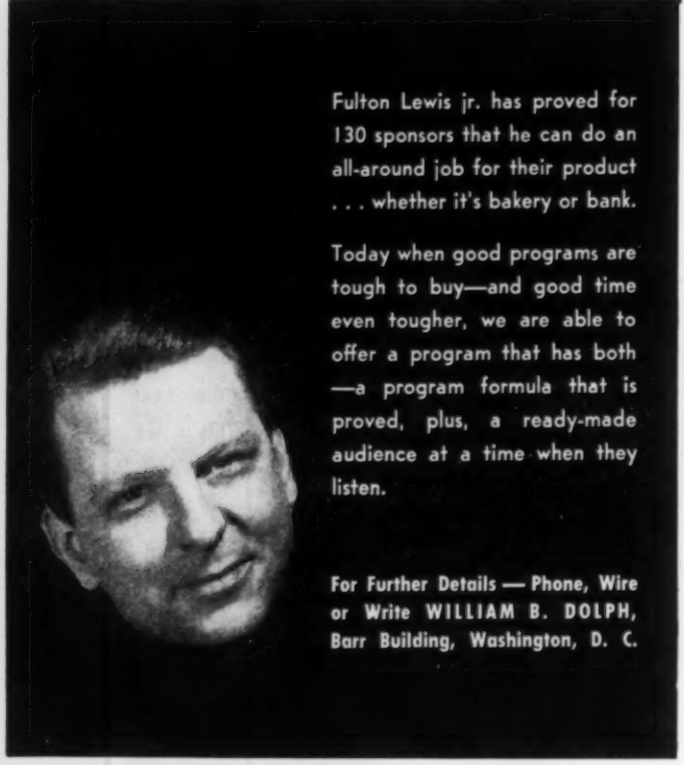
National Life and Accident Insurance Co.
Nashville, Tenn.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

Have you been asleep to the fact that
Fulton Lewis, jr.
is now available in
60 MARKETS
all with a rating of
10 or BETTER
"QUIET" SLEEPING BEAUTY


Fulton Lewis jr. has proved for 130 sponsors that he can do an all-around job for their product . . . whether it's bakery or bank.
Today when good programs are tough to buy—and good time even tougher, we are able to offer a program that has both —a program formula that is proved, plus, a ready-made audience at a time when they listen.
For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Worldwide Audience Hears MacArthur Turn Over Government of Philippines

A WORLDWIDE audience listened Feb. 26, 10 p.m. (EWT) as Gen. Douglas MacArthur turned the civil government of the Philippines over to their President, Sergio Osmena. All four networks broadcast MacArthur's address and a portion of the ceremony. O W I shortwaved the broadcast around the world. CIAA beamed it to Latin America.

Col. Schechter

For 24 hours preceeding the ceremonies, troops guarded land lines running 150 miles from Lingayen Gulf to Manila as a precaution against Japanese cutting the wires. As an added safety measure, very high frequency shortwave was used from the palace to the radio ship *Apache* lying off Luzon. [BROADCASTING, Feb. 26]. To lessen the possibility of Japanese jamming the airwaves, networks were alerted for the broadcast, but were restrained from using any pre-announcements or teasers until 9:30 p.m.

Beamed to U. S.

A Signal Corps mobile unit also was in operation, shortwaving directly from the scene of the ceremonies to the *Apache*. Press Wireless used its transmitter for voice. Broadcast was beamed both to Press Wireless in Los Angeles and to RCA in San Francisco for a choice of the better circuit.

Lt. Col. A. A. Schechter, ex-NBC news and special events director, now radio public relations officer attached to Gen. MacArthur's staff, handled radio details from the Philippine capital. He has just been promoted to that rank. Col. E. M. Kirby, former NAB public relations director, now chief of the radio branch, Bureau of Public Relations, War Dept., contacted networks, individual stations and other radio facilities from Washington.

Arthur Feldman, Blue correspondent, introduced the General on the air, standing in for Clete Roberts, Blue representative wounded on Leyte [BROADCASTING, Nov. 6]. Roberts had been urging Gen. MacArthur to broadcast on Blue, but MacArthur pointed out that War Dept. forbade exclusive broadcasts. However, the General promised Roberts that when he made his next broadcast, Roberts could present him. As Clete Roberts is still invalided from his wounds, Feldman did the honors.

To carry the broadcast, Blue canceled the first 18 minutes of the Guy Lombardo program sponsored by Chelsea cigarettes, picking up the final 12 minutes of the half-hour show. MBS also aired the Philippines ceremony for 18 minutes, killing the quarter-hour sustainer, *Anita Ellis Sings*, and cutting the opening three minutes from Paul Schubert's newscast, a Mutual coperative program.

CBS and NBC each took 15 minutes of the MacArthur program, the latter canceling the half-hour Carnation Milk *Contented Hour*.

Instead of canceling its commercials, CBS moved them back a quarter-hour, broadcasting Lady Esther's *Screen Actors Guild* 10:15-10:45 p.m. instead of the usual 10:30, and airing the *Johnny Morgan* show for Ballantine 10:45-11:15 p.m. The 11 p.m. news program was moved back to 1:15 for which CBS dropped the repeat of Armour's *Hedda Hopper* program.

Standard Radio Speeds Current Disc Releases

UNDER new stepped-up schedules Standard Radio Inc., national transcription library service, will provide almost immediate delivery of current popular releases to its radio station subscribers. In making announcement, Jerry King and Milt Blank, co-owners, pointed out "This means that new tunes included in the 80 numbers Standard Radio Inc. sends out every month will get to our 400-odd subscribing stations before their listeners even have a chance to request them."

All recording of other types of music will be done to cover a period of from six months to a year from date of actual recording, thus allowing processors, who are loaded with Army work, more time to get firm's releases out. Standard Radio Inc. is also starting policy of recording full libraries of orchestras at one time, then holding releases until they are needed. Move is in direct opposition to regular transcription policy which has been to avoid tying up large amounts of talent money over an extended period of time.

Squibb Reappoints Agency

E. R. SQUIBB & Sons New York has reappointed Geyer, Cornell & Newell, New York, as agency for radio advertising, the appointment involving for the present handling of Squibb's CBS program, which is being replaced with a new show, *Jimmy Carroll Sings* [BROADCASTING, Feb. 26]. BBDO New York, which has handled the CBS period, continues to handle institutional copy in magazines and a new campaign on the Angle tooth brush, launched in magazines and newspapers.

CBS School Plan

PLANS to portray North American history and life on a program tentatively titled *The American Story* were outlined at a recent meeting of the National Board of Consultants of CBS' *American School of the Air*, to discuss 1945-46 plans for the educational series. Teachers' Manual, the program's guide book, has reached a distribution of 200,000 copies.

ANOTHER DETROIT ACHIEVEMENT

Now in its third year over WWJ, the Detroit Orchestra completed its 125th consecutive broadcast on February 25th.

Each Sunday, from 6 to 7 P. M., this magnificent organization has been setting a widely copied standard in sponsored public service broadcasting. (Hooper rating 8.4)

The regular conductor is Karl Krueger; augmenting his work, many of America's leading conductors have made guest appearances. The 1945 Season brings to WWJ's podium . . .

Leonard Bernstein
Vladimir Golschmann
George Szell
Reginald Stewart
Milton Forstat
William Steinberg
Erich Leinsdorf
Eugene Goossens
Desire Defauw
Efrem Kurtz
Sir Ernest MacMillan

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

Now APPROACHING THE 25TH BIRTHDAY

Basic Red Network

Associate FM Station WENA

SESAC Offering Library Service

Selections of Affiliated Music Publishers To Be Included

ENTRANCE of SESAC into the transcription libarary field was announced last week by Paul Heinecke, president of SESAC, which has more than 900 station licensees for the use of its music. Comprising American folk music, western, hillbilly and cowboy songs, hymns, gospel music and light concert music, the new library will be made up of selections from the catalogs of music publishers affiliated with SESAC, most of them not available in the other library services.

Vocalists and musicians performing for the SESAC Transcription Library include: Charlie Magnante, accordianist; Eddie Smith, singing cowboy; Avenir de Monfred, organist and composer; Frank Novak, master of more than 30 instruments known as the "Stokowski of Corn"; Bert Hirsch, concertmaster and first violinist of many radio orchestras; Rosalie Allen, vocalist and yodeler.

"The use of such talent on transcriptions," Mr. Heinecke said, "affords the smallest station the opportunity to build programs comparing favorably with live talent".

A low price has been set for the library service, he said, to make it available to all stations. Transcriptions are being recorded by Columbia Recording Corp.

Casite's Big List

CASITE Corp., Hastings, Mich., on March 14 begins an announcement campaign of 10 to 14 spots weekly, using 160 to 175 stations. Account is placed through Keeling & Co., Indianapolis.

WIP Philadelphia is canceling all singing commercials opening, occurring during, or following its newscasts.

SURROUNDED by flood waters of the Tombigbee River for the second time within a year, the antenna tower and runway for the transmission line of WCBI Columbus, Miss. are visible. Base of WCBI tower is on a concrete foundation 15 feet above ground. WCBI engineers used boats to read antenna meters, visible above the water.

PIGGLY Wiggly Stores, San Antonio (local grocery chain), has arranged for sponsorship of H. V. Kaltenborn on WOAI San Antonio. Contract is for 26 weeks.

OWI CONTRADICTS TABER'S CHARGES

A STATEMENT explanatory of the OWI's formation and procedure and calmly contradictory of the flagrant charges made by Rep. Taber (R-N.Y.) on the House floor Tuesday, was issued by Neil Dalton director of the Domestic Branch of OWI.

Rep. Taber charged that NBC and CBS are "under the absolute domination and control of the New Deal administration" and that Mutual "is just hanging on". The three networks, he said, are closed to administration critics. The OWI was declared to be "attempting to destroy freedom of the press" and to be preventing the press from obtaining information about the Government. He also declared FCC pressure has nearly destroyed the freedom of radio. A letter from Elmer Davis, OWI director, to OWI Director Byrnes which Rep. Taber introduced, precipitated the outburst.

Mr. Dalton pointed out that OWI was created at the insistent demand by press and radio for better coordinated government information and that after long dealing with OWI they know it is not engaged in censorship. The letter referred to, Mr. Dalton said, was written to make procedures clear to all Agencies "to insure accuracy of the greatest possible degree and to avoid confusion as far as possible. Referring to James R. Brackett, deputy director of OWI, whom the representative said wrote the letter for Mr. Davis and whom he said was inexperienced, the OWI answered it "knows Mr. Taber is mistaken".

LENGTHEN BREAKS FOR NBC CHIMES

EFFECTIVE April 2, all NBC stations will utilize the NBC chimes at their station breaks. On the same date the interval between NBC's network programs will be increased from 20 to 30 seconds. Changes are results of a discovery by Niles Trammell, NBC president, at an affiliates' meeting that about 30% of the network's stations did not use the chimes at all and most of the others only some of the time, because the 20-second interval did not leave sufficient time for a local chain-break announcements. Mr. Trammell acted; told the stations they reacted. Now the network's audible trademark will be sounded from coast to coast.

College Conference

J. HAROLD RYAN, president of the NAB; Augustin Frigon, general manager, CBC, and Frederic R. Gamble, president, AAAA, are among the members of the advisory committee of a Conference of Radio and Business sponsored by the School of Business, College of the City of New York, it has been announced by Harry Noble Wright, president of CCNY and chairman of the committee. Conference, to be held in April, will feature discussions of radio-business topics. A series of awards will be presented for "skill and craftsmanship in the effective creation of a radio program or promotion plan." Dr. Robert A. Love is director of the conference; Dr. John Grey Peatman is chairman of the awards group.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than twenty years.

first

in War!

From the newsroom of KGW, by special direct wire to the thousands of war-workers in the Portland area, comes lunch-hour news. This morale booster, presented by KGW in cooperation with the Industrial Incentive Division of the U.S. Navy, is another FIRST for KGW.

first

in Peace!

In July of 1937 KGW pioneered what was at that time a sensational new technical development — a portable short-wave transmitter bringing on-the-spot coverage to KGW's Pacific Northwest audience. A forerunner of the "Walkie-Talkie" carried by our G.I. Joes on the battlefields today, this transmitter brought the man-on-the-street into every KGW home.

first

in Audience Influence!

Twenty-three years of diligent effort to bring the Northwest audience in ever closer contact with the medium of radio has labeled KGW as one of the truly great radio stations of America. KGW reaches its public at work, on the street and in the home. KGW's FIRSTS in war and its FIRSTS in peace keep it always FIRST in the minds of the Pacific Northwest radio audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Want Returns Now—and Tomorrow?

Whether you want to increase sales today or build for the future, both are yours for the price of one when you cover the Nashville market via WSIX.

Right now, returns to WSIX advertisers are the greatest in the station's history.

And tomorrow — because Nashville's prosperity is founded on *permanent* agriculture and *permanent* industries —there's another big dividend for those investing their advertising dollars in this area.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Microwave Tests Are Held by AT&T

Annual Report Speculates On Postwar Possibilities

CONSTANT trend of radio toward shorter waves as techniques of generation and detection are devised is noted in the American Telephone & Telegraph Co. annual report.

These microwaves can be formed into beams like searchlight beams and penetrate darkness, fog, dust and rain, the report continues. Relay stations make possible transmission along the earth's surface beyond the horizon.

Relay Tests

Communications possibilities of microwaves appear promising and their use is being explored as a supplement or alternative to wires and cables for telephone and television transmission, the report says. Bell has obtained experimental licenses to test a radio relay system between New York and Boston.

Western Electric Co., manufacturing branch of the system, last year made more than a million airplane radio transmitters and receivers as well as vast numbers of pieces of war communications and electronic equipment.

Bell System operating revenues were $1,769,705,000, an increase of $121,628,000 or 7.4% over 1943. Net income was $8.54 per share compared with $9 in 1943.

Swing's 114 Sponsors

IN HIS FIRST month as a Blue cooperative program, Raymond Swing has been sold to 114 sponsors on 105 stations. Sponsors include 21 department stores, 17 grocery concerns, 11 breweries, 7 tire companies, 5 automobile distributors, 5 drug stores, 4 beverage concerns, 4 men's clothing stores, 4 dairy products companies, 3 furniture houses, 3 jewelry stores, 2 newspapers, 2 shoe companies, 2 candy stores and 14 miscellaneous concerns.

Tintex on 160

PARK & TILFORD, New York, resuming promotion of all-fabric Tintex tints and dyes after the usual mid-winter hiatus, last week started the first schedules in a spot radio campaign to cover some 160 stations in 33 States. The last drive, concluded in mid-December, included 125 stations. All types of time have been purchased with special emphasis on established local program features. Newspapers, home economics magazines and trade publications are also used. Agency is Charles M. Storm Co., New York.

KGW Backs Bond Sales

THE TANKER "Sully's Hill" was christened at Kaiser's Swan Island yard by Barbara Nelson, first grade teacher in Portland's Alameda school, representing pupils of the school who bought $78,000 worth of Bonds in the Sixth War Loan Drive. KGW Portland sponsored the contest over its weekly Schools at War program in conjunction with the Oregon War Finance Committee. Launching was recorded and rebroadcast.

CHURCHES PROTEST NEW WPEN POLICY

WPEN Philadelphia, in a move to give greater public service and to permit the equitable apportionment of time among all church groups, has canceled all contracts for religious broadcasts effective Easter Sunday, April 1. Religious broadcasters have organized in open protest to the new policy claiming it is an abridgement of free speech and religion. New policy means loss of approximately $150,000 a year in revenue.

Entire broadcast time on Sunday 7:30 a.m.-11 p.m. now is occupied by religious broadcasts, most of them on a commercial basis and with comparatively few religious organizations represented. Under the new policy time for a substantial schedule of religious programs by all faiths will be made available without cost. The church people themselves, including some of those now on the station, will decide what programs and which types shall be presented.

Objections to the new policy have been voiced by representatives of 16 radio gospel hours who charged that cancelation by WPEN of their contracts constitutes a threat to freedom of speech and religion. Meeting at the Benjamin Franklin Hotel Feb. 26, the ministers formed the Assn. of Philadelphia Gospel Broadcasters and announced plans for a mass protest meeting at Convention Hall March 15.

"We do not want the Government to control religion or to control radio," the new association declared in resolution, "and for the same reasons we do not want private concerns to exercise any control whatsoever. 'Free time' is a joke, because the stations are not going to give the best spots to religion. The heart of Sunday night can be had only by buying."

Ralph Weinbaum

RALPH WEINBAUM, 40, vice-president and account executive of Grey Adv., New York, died Feb. 23 in a New York hotel. He had been with the agency 14 years. He leaves his wife, son, mother, and brother.

Pulse Moves

PULSE Inc., New York, market research firm specializing in radio audience measurement, has moved from 500 Fifth Ave. to larger quarters at 110 Fulton St. Telephone is REctor 2-6863.

Gratitude

EXPRESSION of gratitude, in the form of a resolution adopted concurrently by the Senate and House of Representatives of Oregon, came to the KGW Portland staff on the occasion of Lincoln's Birthday, when the station's staff journeyed to Salem to take part in the traditional Lincoln Day celebration at the State House producing a half-hour live show. On Feb. 20 those on the program received copies of the joint resolution thanking the KGW participants for their time and effort.

In FM Broadcasting

Western Electric

equipment leads the way

FM
Synchronized
Western Electric

...and here's one good reason why!

It's the Western Electric Synchronizer—announced in 1940 as a real contribution to FM—now proved outstandingly successful in years of operation.

In Western Electric Synchronized FM Transmitters, the mean carrier frequency is maintained continuously and precisely by a single low temperature coefficient crystal.

The Synchronizer compensates *immediately and automatically* for a change in the mean frequency of the modulated oscillator arising from any cause. It is uncannily accurate in keeping stations on frequency.

Developed by Bell Telephone Laboratories, the Synchronizer is a good example of the advanced design—and the leadership—you can count on in all equipment manufactured by Western Electric.

Western Electric

Distributed by GraybaR

Buy all the War Bonds you can...and keep all you buy!

Meeting Attacks on Radio Advertising

Duane Jones Executive Points to Benefits Of Air Medium

TO COMBAT attacks which threaten the welfare of radio, Ralph Smith, general manager of Duane Jones Co., one of the five most important timebuying advertising agencies, suggests that steps be taken immediately to give the industry an official voice, not only to speak authoritatively in its own behalf but to promote the best interests of radio as an advertising medium.

The crusade against middle commercials launched by the *St. Louis Post-Dispatch* and ardently supported by many other leading dailies is a case in point, Mr. Smith states.

As quarterback on the team of specialists that make up the Duane Jones Co., 65% of whose advertising is now placed on the air, Mr. Smith is responsible for more than 2,000 commercials that are broadcast each week, 18% of them middle commercials. Clients of the agency sell approximately $75,000,000 worth of goods annually with these commercials as the spearhead of their selling effort. In fact, 66% of the agency's current billing, according to Mr. Smith, has resulted from earned sales increases gained primarily by radio broadcasts for the 55 products its advertises.

"Although a code of fair practice exists in radio," he said, "it has never been implemented by the appointment of either a spokesman or governing body with authority to meet current problems as they arise. Self-regulation, to be effective, must be backed by authority—especially authority to combat campaigns or movements calculated to turn public opinion against radio as a forerunner to onerous legislation which if passed might completely destroy the value of air advertising through arbitrary rules governing commercials.

"I wonder," he asked, "if the papers conducting this campaign could be as interested in eliminating bad taste in commercials as they are in preparing for postwar liquidation of radio as an advertising competitor?"

A statement issued regarding this controversy by Paul Porter, FCC Chairman, was interpreted by some trade papers as implying that if radio itself did not enforce good taste in advertising, Congress might, since the FCC lacks authority to prescribe program content.

"So far," said Mr. Smith, "not a single voice has been lifted in behalf of radio in this present campaign, despite the code and strict network and station control of commercials. Although politically inspired censorship of radio advertising would be a direct threat to the source of revenue that insures radio's very existence, nevertheless not one network or major executive has spoken affirmatively for advertising in this controversy. And for that reason it seems imperative that an authority be set up which can defend the industry when unfairly attacked as well as undertake its wise promotion as an advertising outlet.

Attacks Sporadic

"Considering that attacks against the industry are sporadic," he said, "the main function of an industry policy-forming organization would be to advance radio's value as a public service medium, in the advertising field as well as those of entertainment, information and education. In this respect, the press has wisely set up operating machinery, and as a result there reaches the business world a constant flow of well organized, selling copy, setting forth the advantages of newspaper advertising over other media. The time has come when radio should be doing the same thing. Time should be purchased on the air and proselyting for postwar radio advertising should begin now, possibly with 15-minute programs, the commercials of which would tell how radio is helping to solve the world's merchandising problems.

"Neither censorship nor legislation is needed to make middle commercials and other forms of air advertising complaint-free. All that is required is closer attention to local programing. No one likes, of course, to hear a Chopin concerto interrupted by a middle commercial of hillbilly music. If, therefore, agencies and advertisers would work with stations to get specific information regarding the content of programs, commercials could be tailored to fit into these programs

Esso Campaign

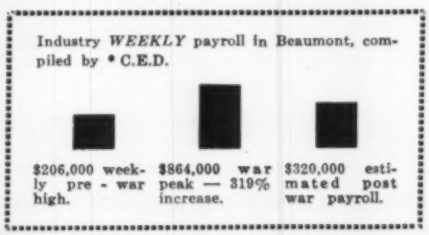
ESSO Marketers (Standard Oil Co. of N. J.), has begun a campaign on *Esso Reporter* news programs on 38 stations, and in other media warning motorists that neglect will speed automobiles to the scrap heap, underscoring the advertising theme for the past three years "Care Saves Wear." Copy emphasizes "Save That Car." Agency is Marschalk & Pratt, New York.

Just another reason why . . .

"$22,000,000 Nylon Salt Plant Will Be Erected Near Orange 600 Permanent Jobs Planned"

Beaumont has money to spend NOW! LATER!

Another permanent industry is being added to KFDM's already rich 585 billion dollar effective buying income market with the construction of Dupont Chemical Company's 22 million dollar nylon salt plant near Orange, Texas. And to what station do these above-the-average income folks listen? Mostly to KFDM, say listening surveys.


Industry WEEKLY payroll in Beaumont, compiled by • C.E.D.
$206,000 weekly pre-war high.
$864,000 war peak — 319% increase.
$320,000 estimated post war payroll.

• Committee for Economic Development.

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

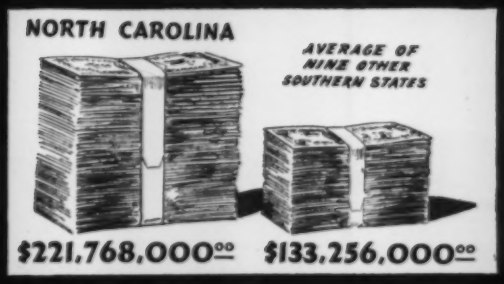
Taylor Howe-Snowden Radio Sales

NORTH CAROLINA

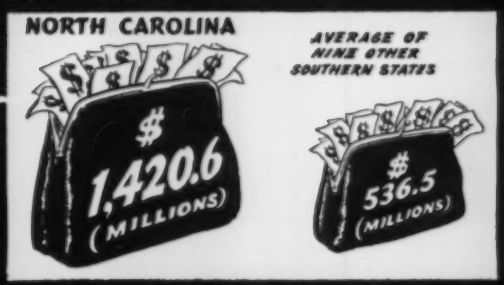
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

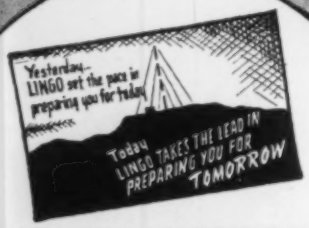
*Again Available!

LINGO

VERTICAL TUBULAR STEEL RADIATORS

*AVAILABLE NOW ONLY TO THOSE WITH PROPER PRIORITY—READY FOR QUICK SHIPMENT TO ALL, THE MOMENT PRIORITY RESTRICTION ARE LIFTED. . .

There's a Lingo Radiator and supporting pole for every need and purpose in standard heights —100 to 500 feet—for AM, FM, Television and other UHF uses. Immediate shipment to those with necessary priority. We invite your inquiries, whether your installation is large or small — for today or tomorrow.



Send for Your FREE Copy of Our New Brochure, Full of Detailed Information on Standard and Special Types of Lingo Radiators

JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY

so that listener resistance would be nil. The real evil, then, is not bad commercials so much as it is conflict between commercials and program content. In the Duane Jones Co., we conduct program surveys to make certain our commercials fit into the shows."

Spots Everywhere

Specializing in the packaged goods field with radio campaigns that deal in the arithmetic of advertising, Mr. Smith says the agency places for its client, the Manhattan Soap Co., more than 1,000 commercials per week in 75 newscasts which that company is currently using. For Mueller's macaroni products the agency places close to 200 commercials per week on news broadcasts conducted in 18 important cities east of the Mississippi by Mueller's staff of 12 top newscasters.

Another client, Pierce's Proprietaries, is among the large users of one-minute spots, of which the agency places approximately 1,000 per week. The advertising value of these broadcasts, both news and spots, is not only indicated by sales rises for the products, Mr. Smith states, but also in the constant flow of favorable fan mail about them.

MR. SMITH

RADIO'S FORGOTTEN MAN

THE FOLLOWING is suggested by Mr. Smith as the type of commercial that might be used on sustaining or specially purchased time by the radio industry to sell its value as an advertising medium.

ANNOUNCER—Friends, just take a moment and look around your home for the various items that have made your life easier, happier, and really fulfilled your daily needs. Take a look at your medicine chest. Take a look at the groceries in the pantry. Take a look at the furniture in your home.

Dozens and dozens of these things, you'll find, were recommended to you over your radio. That's where you heard about them. And you're glad you did.

So you see, in addition to bringing you fine music, pleasant entertainment, latest news and valuable educational features, radio brings you another thing of value—actual radio advertising in commercials that tell valuable news about the developments of American industry for the American home—and radio advertising explains just how they can benefit you.

So today, let's tip our hats to radio's forgotten man—the radio advertiser. He not only sponsors radio's finest programs but the products he manufactures can make life pleasanter for you.

Malone Back at Home

WILLIAM E. MALONE Jr., recently discharged from the Army, has returned to American Home Products Corp., in a new position—advertising and sales promotion manager of Affiliated Products Inc., the cosmetic unit. Before entering the service Mr. Malone was assistant to the vice-president of AHP's Kolynos Division, and had previously served as assistant advertising manager of the Kelvinator Division, Nash-Kelvinator Corp.

Mr. Malone

Ellis On Loan

GENERAL Motors Corp. has "loaned" Ray C. Ellis, former director of the Radio & Radar Division of WPB, to the Johns Hopkins Applied Physics Lab., Silver Spring, Md., Washington suburb, for a special assignment in highly secret and specialized electronics research.

Philippine Service

PRESS WIRELESS on Feb. 25 resumed its Manila circuit, which had been discontinued Dec. 31, 1941, when the Japs invaded the Philippines. Station will handle all forms of radio communications, including radiotelegraph, radiotelephone and radiophoto, Joseph W. Chaplin, director of communications, announced.

Join Marlin List

WNOX Knoxville, WHBF Rock Island and WIBC Indianapolis have been added to the list of stations carrying the spot singing announcements for Marlin Firearms Co., New Haven, for razor blades and shaving cream. Contracts were placed through Craven & Hedrick, New York.

Proprietary Office

PROPRIETARY ASSN. of America has established an Office of Pharmacal Information under the supervision of Dr. Frederick J. Cullen, executive vice-president of the PAA. OPI, with headquarters in New York and Washington, will provide information on the packaged medicine field to physicians, health commissioners, health groups, teachers, drug associations and to all media of information.

XUM

Mind if We Salute a Couple of Great Pioneers?

SOME of us here at the Blue, while old hands at radio, are new to certain phases of this network business.

Not exactly Johnny-Come-Lately's, though. The New Blood at the Blue spent many a year in the trenches, so to speak, at the agency end of radio. We played a part in helping advertisers build some of the present top-rating shows.

But now we're in the saddle of a network trying to make it more useful to more people and, at the same time, trying to build in values that will make it possible for advertisers and agencies to sell *more* goods at *less* cost.

And the deeper we dig in, the more we realize how fortunate we are that our predecessors had level heads.

Broad Vision Avoided Traps

Ever think how sour radio might have gone with the wrong handling? We figured out the other day, for example, that the amount of listening in a single week to Blue Network shows is the equivalent of *475 million people.*

And that's only one week on one network. Ours. Our predecessors, who have been in the business longer, have even larger audiences, so the sum total of the three major networks will probably run into a billion and a half or two billion. That is a lot of listening. *A lot of opportunities through the years to make very bad mistakes from which no end of criticism would have arisen and about which the Government might have had to take violent action.*

But the vision of the Paleys and Kestens and Sarnoffs and Trammells kept radio from falling into that trap.

Now comes a new era. During the war radio has become a vital instrument of communication, a greater personal friend to John Q. Public than ever before. And the job of serving an economy on-the-mend after the war is going to force radio into being a still better selling medium. So, armed with a radio system that's earned a brand new pedigree and with new jobs to do, we, at the Blue, are setting out to match our ideas against the old timers, and benefit by their experience.

We feel that we are making progress—a lot of progress.

We have put together what is generally regarded as the ablest program department in the network business.

We have added 8 new powerful, well-managed stations.

We have permitted broad freedom of expression to our news commentators, believing that in this way the Blue can make "freedom of the air" a reality.

***We can point to the biggest ratings of any network on weekday mornings*—a record that has been maintained every month for over a year.**

All this progress helps build confidence and reputation and, in turn, these two ingredients help our advertisers *sell more goods.*

Now There Are Three Great Networks

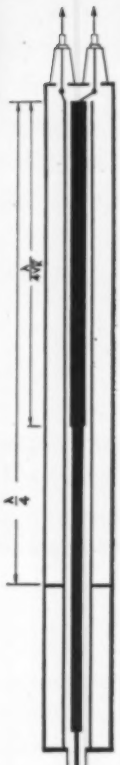
Yes, the radio "picture" is changing—perhaps by as much as 33⅓ per cent—for many feel that where once there were only two great networks, now there are three. Shrewd Time Buyers are becoming increasingly aware of this and many now consider it sound postwar planning to have a good time period on the Blue tucked away.

Yep—we're building on the sound and firm foundation laid by the pioneers. God bless 'em.

THIS IS THE *Blue* NETWORK

AMERICAN BROADCASTING COMPANY, INC.

An ANDREW SOLUTION to an ANTENNA PROBLEM

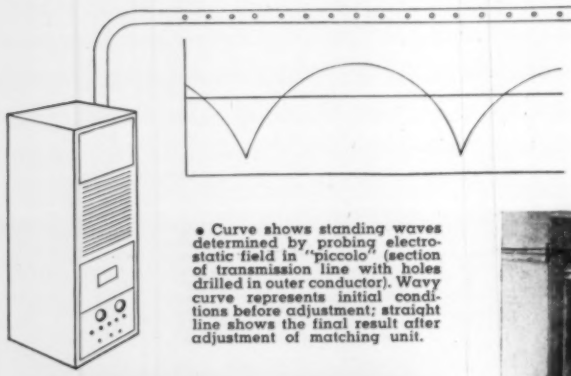


Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago's Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

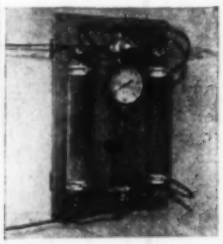
ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric "bazooka" for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment *ANDREW engineers have solved many problems for military and broadcast engineers.*

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS . . . FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT . . . CONSULT ANDREW



• Curve shows standing waves determined by probing electrostatic field in "piccolo" (section of transmission line with holes drilled in outer conductor). Wavy curve represents initial conditions before adjustment; straight line shows the final result after adjustment of matching unit.



• Twin-barreled dehydrating unit especially designed for WBEZ by ANDREW engineers. Design permits leaving one cartridge in service while the other cartridge is being recharged.

ANDREW CO.

363 East 75th Street, Chicago 19, Illinois

WEST DESCRIBES AD ROLE IN WAR

PAUL B. WEST, president of the Assn. of National Advertisers, speaking before the Advertising Club of Washington at the Hotel Statler last week, urged the use of the advertising medium as an aid to peace in bringing the facts before the public. Mr. West stated that the program to provide reemployment of veterans and problem of their rehabilitation will require the help of advertisers. As chairman of the War Advertising Council, Mr. West reviewed advertisers' help in selling more than $800,000,000 in War Bonds, calling it the "greatest sales job in all history." Mr. West pointed out that a public opinion poll conducted for the Assn. of National Advertisers has revealed that more than 85% of the people interviewed are aware that private business is using much of its advertising to tell people how they can help in the war effort.

Plea for Seamen

Citing as an example of radio's wartime roll last December's shipping crisis, Mr. West recalled the plea for sufficient numbers of merchant seamen to man the convoys. At one Atlantic port, Mr. West said, 155 first mates were needed, and only 14 were on hand. To help alleviate the Merchant Marine manpower problem, the War Advertising Council sprang into action, Mr. West said, and as a result all the December and January convoys sailed on time.

The Council, Mr. West said, intends to continue the volunteer organization "after the shooting stops," dedicating the forces of advertising which it represents to the public service.

Hodgson, Marshall Join Ivey & Ellington, N. Y.

HYLAND L. HODGSON, and Charles R. Marshall, vice-presidents and directors of J. M. Mathes Inc., New York, have resigned to join Ivey & Ellington, New York. Now a vice-president and member of the board of directors at I&E Mr. Hodgson was one of the original group which organized the Mathes Agency. As vice-president in charge of service, his accounts included Ludens Inc. spot radio advertiser for Luden's cough products. Mr. Marshall who had been with Mathes since 1933 becomes a vice-president at I&E. Both will service accounts. A third Mathes executive, Charles S. O'Donnell vice-president in charge of marketing, who left the agency in January, will shortly open a public relations firm in New York, specializing in Latin American accounts.

Following the resignations by Messrs. Hodgson and Marshall, Mathes announced the election of Hurley G. Hust, account executive, to the vice-presidency; and two new account executives—J. Edson Poler, and Clay W. Stephenson Jr. Mr. Stephenson was at one time advertising director of Duncan Coffee Co., Houston, and president of Steele Adv., in that city. Mr. Poler was advertising and sales promotion head of Esquire Publishing Co., and recently held a similar post at Samter Bros., Scranton, Pa.

It's vital in a Library too!

THE POINT we're making here is—*variety*, combined with *quality*. A mighty important consideration in the life of a program director . . . and a station's balance sheet.

For the number of listeners and clients you'll attract is in pretty direct ratio to how well you vary your shows, *and still keep them appealing.*

That's where ASSOCIATED is your best bet!

From hillbilly to grand opera, from jive to popular concert, from sacred music to modern dance . . . ASSOCIATED brings you all this and *showmanship*, too. Not just a few peaks and a lot of fillers, but topnotch entertainment value *throughout.*

The word is getting around fast: ASSOCIATED offers *most* hours of the best *radio* music! An endless stream of big-time, big-name, *big-audience* music . . . designed for maximum use, variety and sales power!

Get the facts without obligation. Write *today* for the ASSOCIATED LIBRARY booklet!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.

INTERESTED
JOHN WATKINS
7 A. M. DAILY
PAUL DAUGHERTY
*4 P. M. DAILY
* Available

XUM

IN
3.2
REX DAVIS
8 A.M., *10:45 A.M., 12 Noon Daily
* Available
JACK FOSTER
5 P. M. DAILY
WCKY
50,000 WATTS
THE L. B. Wilson STATION
CINCINNATI

XUM

Editorial

Delivered, via Radio

EVERY DAY, almost every hour of this war, history is made. Precedents topple like duckpins. Even at that swift pace, radio is adding to its laurels.

Last Monday, as a whole world listened, Gen. Douglas MacArthur delivered to President Osmena the liberated capital of the Philippines. It was a stirring event. After three years of Japanese occupation Manila was free and MacArthur had fulfilled his promise.

All American networks, in a pooled broadcast, carried the epoch-making ceremony. OWI relayed it over American shortwave stations and CIAA facilities carried it to the Latin-American nations.

Lt. Col. Abe Schechter, radio officer on MacArthur's staff, arranged the broadcast, just as he had aligned hundreds of international pick-ups while director of news and special events at NBC. Acting for the combined networks was Art Feldman, youthful Blue war reporter, who had been at Abe Schechter's elbow during those years at NBC.

That broadcast is a harbinger of the job ahead for radio in the mopping-up phases of the war—and the writing of the peace. As nations are liberated, the world will eavesdrop. And when the map of the world is redrawn, radio will be there.

After the peace is written, it will become free radio's big function to help maintain the peace by keeping the world informed, and by overtaking the lies or half-truths of upstart aggressors.

Stop, Look—They Listen

THINGS ARE happening at a giddy pace over radio commercials. They may be getting out of hand. There's a lot of yipping about things that aren't germane.

Let's get the record straight. Some months ago WJR Detroit announced it would ban middle commercials in news programs. Even before that, the networks, goaded by their affiliates, had agreed to eliminate such ill-contrived devices as cow-catcher and hitch-hiker announcements (but they haven't to date). WWJ Detroit later threw out singing and transcribed spots. Then the *Post-Dispatch* in St. Louis loosed a haymaker against middle-commercials and objectionable sponsors of news programs. Behind the powerful editorial prodding of that newspaper the crusade has snow-balled.

All these efforts in the interest of better radio are fine.

But let's not go overboard. Some folk, in getting aboard the bandwagon, are overdoing it. One newspaper chain, itself in radio ownership, objects to radio saying "brought to you by" in its news broadcasts. That's getting to the below-the-belt region. Certainly no one properly can claim radio doesn't label news as to its source. Even the press associations and major newspapers now credit the networks for war news gathered by radio correspondents—top-flight newsmen in their own right. Stations credit their press associations (which they pay handsomely) with appropriate "by-lines", not only because it's a good practice, but because it has prestige value.

The fact is that American radio is the best and the most progressive in the world. Radio advertising and copy techniques are better today than they were five years or five months ago. They'll be better five months from now.

Measure newspapers and magazines by the same standards and you'll get results by-and-large, that are no better, if as good. There are many accounts on the best of the printed pages that can't get on the air. Mutual, newest of the networks, has just turned down a million-dollar contract from a national proprietary account. The money probably will be spent in newspapers and magazines.

Let's improve radio service. But let's do it on the basis that the great job now being done can be done a little better. Let's not be stampeded by zealots who don't know or don't care where to stop.

Write-of-Way

LELAND STOWE, the distinguished war observer, reports that a script he prepared for broadcast and submitted to the Army Review Branch in accordance with his commitments as an accredited correspondent was held up five days before release.

This in itself is lamentable, but possibly can be understood if one concedes that a military reviewer's task is a difficult one in the face of that inexorable "chain of command." But Mr. Stowe states also that during the period he was awaiting action on his piece, he was visited by a British army officer who asked him not to use the material.

The script was Mr. Stowe's comment on the Greek civil strife, an account predicated on his personal observations in the beleaguered land. It did not deal gently with the British position in the matter.

It is apparent from this circumstantial evidence that our respected Ally was intent upon a project of political censorship. The practice does not become Great Britain or any other nation which is in this war to unshackle the peoples of the world. This is not an isolated instance, nor does the cloak hang only on the shoulders of Great Britain. American officers heretofore have taken liberties in the name of military security.

Censorship, as we see it, is a two-edged weapon of war. It can supply information to assist our armed forces in prosecuting our cause; it can delete material which harms that effort by aiding the enemy. This is the line which has been followed by Byron Price, Director of Censorship, and it is granted generally that his administration of the difficult task has been an intelligent and informed one.

This policy merits study because the precedents established now may have far-reaching and serious effects on the availability of news at the peace conference. It must be, most agree, an open conference, with free discussion of the issues. The purpose of censorship in wartime is a noble one. It saves lives. It saves materials. But intolerable and misdirected censorship cannot save the world. Let's look now, as there is ample evidence that our leaders are looking, toward the time when the victors will foregather in an attempt to chart a better world.

Let's look and remember that a lasting peace cannot be written with a censor's blue pencil.

Our Respects To -

CLYDE MORTON JOICE

WITH 20 years in advertising work but no radio experience, Clyde Morton Joice in the beginning of 1940 left the agency he was connected with to form Goodkind, Joice & Morgan. He immediately became immersed in the firm's radio activities and by the end of the same year the agency received an award from the Chicago Federated Advertising Club for producing the best local program in Chicago.

Today, Clyde supervises the creative radio efforts of the agency originated in 1938 by Lew Goodkind who had previously handled radio for Lord & Thomas for nearly a decade. Clyde had left Mitchell-Faust after 20 years to go into business for himself. Raymond R. Morgan, operating his own company in Hollywood, completed the new triumverate, managing its operations on the coast.

Born in Wells, Minn., Dec. 23, 1889, Clyde was graduated from Hyde Park high school in Chicago and then spent a year and a half handling inquiries for a correspondence school. His earnings enabled him to enroll at the U. of Chicago where among his fellow-students were Paul Hoffman of Studebaker, Ralph Rosenthal of Arthur Meyerhoff and Hilmar Baukhage.

After graduation from the University, Clyde entered law school but before finishing the so-called "Wilson depression" forced him to return to work. He entered merchandising—and stayed, first selling typewriters and then, in the spring of 1915, joining the advertising department of The Fair, Chicago department store.

Within a few months he was producing the greater part of the store's newspaper and direct mail advertising. Some two years later, he was made advertising manager, responsible for an annual budget of close to $500,000.

Clyde entered the Mitchell-Faust Adv. Agency in 1920, soon becoming associate copy chief. In 1927, he was made copy chief, supervising such accounts as Armour & Co., General Motors Truck, Ward Baking Co. and Dr. West's Tooth Brush. He was named vice-president in 1933.

As president of Goodkind, Joice & Morgan, Clyde supervises an assortment of accounts including Planters Peanuts, Goldenrod Ice Cream, Hooker Glass & Paint, Iowa Soap Co. and Jewel Tea Co. The agency's success in radio after its first year has acted as a spur on its activities. Each of the partners has gone after business, travelling nearly 50,000 miles in a year, visiting radio stations, working with sales crews, making radio expenditures pay.

Clyde is the father of two children. His son, Lt. John Alden Joice, is with the Army Air

(*Continued on page 44*)

Two "down in front"... for History!

NOVEMBER 19th, 1919—10:30 p.m. The Senate galleries were jammed by tense crowds. Hundreds overflowed into the corridors outside, unable to get into the Senate Chamber.

Four months of fiery debate on the League Covenant and the Versailles Treaty. Millions sat at home—wondering what *their* representatives had to say.

Today, the very same legislative body faces the very same momentous task. But today, in the Metropolitan area alone, hundreds of thousands of people have, in effect, front-row seats for the drama of democracy as it unfolds in the halls of Congress.

Because, through stirring re-enactment each Sunday from 3:30 to 4:00 p.m., WMCA takes its listeners—for the *first time in radio*—into those chambers where today's and tomorrow's history is created.

WMCA's "HALLS OF CONGRESS" is based directly upon the Congressional Record. With "chaff" removed by skillful editing, with human interest supplied by a special reporter sitting in on each session and with roles of legislators performed by professional actors . . . the pages of the Record spring to life.

No radio play can surpass, in vividness and meaning, these dramatizations of the week's debates in Congress . . . no "documentary" program can perform a greater service for Americans.

"HALLS OF CONGRESS" is available for sponsorship. Available to an advertiser who wants to be identified with a program that already occupies a unique place in radio . . . and *in the minds of its listeners.*

wmca

FIRST ON NEW YORK'S DIAL . . . 570

REPRESENTED BY WEED AND COMPANY

XUM

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Represented by
RADIO SALES

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

Personal NOTES

EDGAR KOBAK, MBS president, was to leave New York last Sunday for a week business trip to the Midwest. He arrives in Chicago Monday and proceeds from there to Omaha accompanied by **ADOLPH HULT**, Midwest sales manager of Mutual, and **DAN ORTH**, MBS salesman, both of WGN, Mutual's Chicago station. Mr. Kobak will address the Omaha Adv. Club Tuesday evening. He will be back in Chicago Wednesday through Friday, returning to New York Saturday.

HUBBELL ROBINSON Jr., vice-president in charge of programs and production for the Blue Network, left Feb. 25 for a month trip to the West Coast, stopping off in Chicago en route.

ARTHUR WEILL, former daytime operations manager of WHN New York, has been appointed comptroller. He succeeds **JACQUES VAN STRATEN**, who has been elected assistant treasurer of MGM International Films Corp., subsidiary of Loews Inc., WHN owner. **WAYNE HUTCHINSON**, former announcer with KSO and KRNT Des Moines, replaces Mr. Weill as daytime operations manager.

NAOMI FINE has joined **WMCA** New York as sales promotion manager, replacing **HOWARD KLARMAN**, who has been made account executive. Miss Fine goes to WMCA from CBS radio sales, working on promotion of CBS-owned stations. Previously she was assistant promotion manager of CBS New York affiliate, WABC.

B. MARSCHNER has been transferred from MBS sales department to take charge of personnel, replacing **GLADYS HARDING**, resigned.

HERBERT E. TAYLOR Jr., former assistant director of sales of Allen B. DuMont Labs., Passaic, N. J., has been appointed director of transmitter equipment sales.

RICHARD F. FROHLICH, former assistant to the late **ROBERT L. MURRAY**, public relations director of ASCAP, has been placed in charge of the department. **VIRGINIA SHEA** has been named editor of ASCAP's radio program service.

HARRY A. COOPER, former West Virginia newspaper man and more recently with the sales department of WBLK Clarksburg, W. Va., has joined the commercial staff of **WMMN** Fairmont, W. Va.

DAN SHERIDAN has been named manager of CKMO Vancouver, replacing **ROY WRIGHT**. Mr. Sheridan is a former sportscaster on U. S. West Coast stations.

SPENCE CALDWELL, manager of CJBC Toronto, has resigned effective March 15 to become director of the transcription division of All-Canada Radio Facilities with headquarters at Toronto. Before joining CJBC he was manager of CKWX Vancouver. His new post returns him to the Taylor-Pearson-Carson organization with which he had been connected for 15 years prior to joining CJBC.

JEAN ELDRIDGE of the Chicago office of BROADCASTING and **FRED KLEIN**, time-buyer at Dancer - Fitzgerald - Sample, Chicago, have announced their engagement.

GERALD N. IRWIN, formerly with Joseph Katz Agency and Newell-Emmett, New York, has joined the sales department of WSGN Birmingham.

ROBERT MENAUGH, superintendent of the House radio gallery of Congress, on leave as executive officer of the War Intelligence Division, Bureau of Public Relations, War Dept., has been promoted from captain to major.

Our Respects to

(Continued from page 42)

Corps flying the Hump in India, and his daughter Priscilla is a sophomore at his old Alma Mater. Clyde's hobbies are golf and swimming and he takes an active part in church and civic affairs in Evanston, where he resides.

COMDR. YODER BACK AS KOA MANAGER

LT. COMDR. Lloyd E. Yoder has resumed his post as general manager of NBC's Denver station KOA, Frank E. Mullen, NBC vice-president and general manager announced last week. Mr. Yoder, who took up his former duties at KOA last Thursday, relinquished the post over two and a half years ago to assume active service in the U. S. naval reserve. James R. MacPherson, who has been in charge of management in the interim, has been named assistant manager, in charge of all commercial activities. Robert H. Owen continues as assistant manager in charge of engineering.

Comdr. Yoder

Welcoming Mr. Yoder back to the company, Mr. Mullen said, "It will be a great pleasure indeed when hostilities cease that we are able to bring back into the service of the company so many men and women now in the armed forces."

A graduate of Carnegie Tech, and a member of its football team, Mr. Yoder served successively as radio editor of a Pittsburgh newspaper; announcer of WCAE Pittsburgh; NBC staff announcer; chief of NBC's West Coast press department, becoming KOA general manager in October 1939.

William J. Cord

WILLIAM J. CORD, 28, son of Errett L. Cord, owner of KFAC Los Angeles and former automobile manufacturer, died last Monday after an accidental fall from a penthouse balcony. Police said the young man called to friends, "see how strong I am," attempted a hand stand on the balcony railing and fell 28 feet to the marble floor.

SGT. RICHARD B. WESTERGAARD, on leave as vice-president of Scripps-Howard Radio Inc. and general manager of WNOX Knoxville, is now "somewhere in France," attached to an engineering combat battalion.

TOM GILCHRIST, manager of WTMC Ocala, Fla., is the father of a girl.

KEITH KIGGINS, Blue vice-president in charge of station relations, New York, is in Hollywood for conferences with **DON SEARLE**, western division general manager of that network.

ARTHUR H. CROGHAN, vice-president and sales manager of WJBK Detroit, has resigned from the station, retaining his interest as minority stockholder. He plans to spend a month in Mexico, arriving in Los Angeles around the first of May.

DON NORMAN, manager of NBC western division spot sales, has been transferred to New York.

JAMES A. KENNEDY, general attorney of All America Cables and Radio Inc., affiliate of International Telephone & Telegraph Corp., has been elected a vice-president. Mr. Kennedy was with the FCC from 1934-1941, serving the last four years as assistant general counsel.

MAJ. EDNEY RIDGE, general manager and owner of WBIG Greensboro, N. C., has been named commander of the North Carolina division of the Sons of Confederate Veterans.

HENRY P. JOHNSTON, vice-president and general manager of WSGN Birmingham, has been reelected to the board of directors of the Planters & Merchants Bank of Uniontown, Ala. Mr. Johnston also has been appointed class agent for the 1929 class of Washington & Lee U., Lexington, Va.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

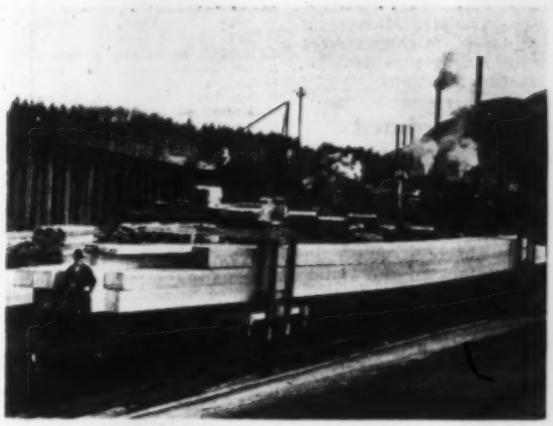
2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Completely Covers the KHQ Vast Inland Empire



Pride of the West. Solid timbers up to 136 feet long for Navy boat keels help speed the eclipse of the Rising Sun. After the war, thin boards from the world's largest stand of White Pine will be glued into giant beams to extend prosperity into the post-war era.

Pride of the West—truly descriptive of KHQ. Its 828-foot tower, a landmark in this area; its ideal wave length; its powerful signal; its high Listener Rating; its complete coverage; its one-medium cost; all these make it a "must" in every well-planned sales campaign.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives: EDWARD PETRY & CO., INC.

WJHP
JACKSONVILLE FLA
NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •
Represented by JOHN H PERRY ASSOCIATES

Reinsch Is Named NAB Large Station Director

J. LEONARD REINSCH, managing director of the Gov. James E. Cox radio stations—WSB Atlanta, WHIO Dayton, and WIOD Miami—last week was elected director-at-large of the NAB for large stations. He will complete the unexpired portion of the term of Hugh Feltis, who resigned following his election to the presidency of Broadcast Measurement Bureau in January.

Mr. Reinsch

A veteran of 20 years in radio at 36, Mr. Reinsch was radio director of the Democratic National Committee during the last Presidential campaign. He has served on the NAB legislative committee.

Mr. Reinsch was named large station director by the board, because of his identity with WSB, a 50,000 w clear channel station. He makes his home in Atlanta.

Mahoney to Chicago

JAMES MAHONEY last week became head of Mutual's new station relations department in Chicago, established in keeping with the network's policy of expansion and service to affiliates. Mr. Mahoney has been headquartered in New York as manager of the western division station relations. Plans for the Chicago office were announced last month by Adolph N. Hult, western sales manager [BROADCASTING, Feb. 5]. Mr. Mahoney's offices are at 441 N. Michigan Ave. Carl Haverlin is vice-president in charge of station relations.

Mr. Mahoney

Roemer Appointed

H. C. ROEMER, former vice-president in charge of the Federal Telephone & Radio Corp., has been appointed executive vice-president of the company, an IT&T affiliate. T. M. Douglas has been placed in charge of operations in the radio, telephone and general manufacturing divisions. E. N. Wendell, vice-president, assumes direction of the radio division while R. E. Smith, vice-president, continues to head the telephone division. Directing the general manufacturing division is C. E. Freid.

Hays OPA Consultant

HERMAN S. HAYS, manager of field service engineering, Philco Radio & Television Corp., Philadelphia, has been appointed a consultant to the Service Trades Price Branch of OPA. Mr. Hays will advise OPA's national office chiefly on matters relating to radio and household appliance repairs.

LISTENING post to receive foreign broadcasts has been constructed by the engineering department of KRNT Des Moines. Special programs, analyzing foreign broadcasts, are to be presented.

BEHIND the MIKE

CAROL IRWIN, who has been in charge of daytime radio for Young & Rubicam, New York, has joined the Blue Network as a member of the talent and program development division, program department. Miss Irwin primarily will be concerned with daytime programming problems at the Blue.

ROY PORTER, NBC war correspondent, has recovered from the effects of a tropical disease contracted while covering for NBC in the China-Burma-India area, and is expected to leave momentarily for the European area. Mr. Porter returned to this country five months ago from Chungking.

W. W. BLAIR, night traffic manager of the Blue Network central division and chief engineer of United Broadcasting Recording Studios, Chicago, has resigned both positions to become program and production manager of WHGB Harrisburg, Pa. Replacing him as night traffic manager of the Blue is **CLARENCE HEIDER**, NBC Chicago studio engineer.

DAN CAVITT, formerly announcer at WTMJ Milwaukee, has joined WCFL Chicago.

HARRY CHRISTIAN, formerly in amateur theatrical work, has joined the announcing staff of WCFL Chicago.

ALEX DREIER, NBC commentator, is the father of a girl.

JACK STODELLE, formerly with KFXM San Bernardino and released from the Marines, has joined KOY Phoenix as announcer-operator. **NADA MATANOVICH**, new to radio, has joined the KOY continuity department.

HUNTER L. SCOTT, former advertising and sales promotion manager for Sun-Maid Raisin Growers, Fresno, Cal., has been appointed manager of the news and special events department of KPO San Francisco, succeeding **CHARLES COONEY**, resigned.

RICHARD OLDS of Cleveland has joined the announcing staff of WMAN Mansfield, O.

WILLIAM E. CLOSE Jr., formerly with WCOL Columbus, O., is now a member of the announcing staff of WWVA Wheeling, W. Va.

JACK WILSON has been added to CFRN Edmonton as staff announcer after serving 4½ years in the RCNVR. He was aboard the HMCS Ottawa when it was torpedoed. He suffered a leg injury.

JAMES J. McNEAR, former WFBL Syracuse announcer, has been commissioned an ensign in the Navy after completing his V-12 training. He is stationed at the Landing Craft School, Coronada, Cal.

ELINOR LEE, women's director of WTOP Washington, has been reelected for a second term as radio representative to the standing committee of Mrs. Roosevelt's Press Conference Assn.

TOM ALBRECHT of Milwaukee is a new member of the announcing staff of WTMC Ocala, Fla.

LT. JOHN GAULT, former Washington and Kansas City radio producer now assigned to Armed Forces Radio Service, Hollywood, on Feb. 25 married Virginia Drake of San Francisco.

Heads Service Programs

MRS. HARRIET PRESSLY is new director of public service programs at WPTF Raleigh, Manager Richard H. Mason has announced. She will maintain and strengthen station relations with public service groups including all branches of the Armed Forces. Mrs. Pressly is a graduate of Goucher College, Baltimore, and came to Raleigh in 1919 as faculty member of the science department of Peace Junior College. She married Dr. W. C. Pressly, president of Peace, in 1921. She is the mother of five children, made her radio debut in 1939 doing a 15-minute women's and children's broadcast once a week. She now writes and produces *We the Women*.

ROBERT T. PRICE, writer on NBC Bob Hope Show, is the father of a girl.

FORDYCE W. COWING, assistant executive officer of Armed Forces Radio Service, Hollywood, has been promoted to captain. Prior to his entry into the Army, Capt. Cowing was announcer of WHEC Rochester, N. Y.

ROBERT B. MacDOUGALL, president of Region 1 of the Assn. for Education by Radio, has joined WAAT Newark as director of educational activities. Now radio lecturer at Newark State Teachers' College, Mr. MacDougall is first vice-president of the Radio Council of N. J. Other staff additions are **ED COSSMAN**, new to radio, as director of war activities; and **ED LAUX**, as night news editor. Mr. Laux recently returned from service with the Army, was formerly announcer at WAAT.

DAVE MOORE, formerly on the editorial staff of Billboard, on March 5 becomes publicity director of KMOX St. Louis. On Jan. 27 Mr. Moore married **SHIRLEY McKINNEY**, formerly of the guest relations department of the Blue, Chicago.

BOBETTE RYAN has been named Mutual traffic manager of WIP Philadelphia. Succeeding her as program continuity coordinator is **ALICE HYAM**, shortwave monitor.

JOAN KESSLER of the program department of WFIL Philadelphia on Feb. 24 was married to Coast Guard SP 2/c Howard Holler in Hatboro, N. J.

JACK GULLER, formerly at WBTM Danville, Va. has joined WBOC Salisbury, Md. as announcer.

OTT ROUSH of Jackson, Tenn., has replaced **JACK WOLEVER** as program director of WSIX Nashville and **JACK ORTON** has joined the WSIX announcing staff.

BILL TALBOT, formerly of KSLM Salem, Ore., is now morning newscaster on KOIL Omaha.

GENE THOMAS, formerly of WJR Detroit, has joined the announcing staff of WWDC Washington, D. C.

LT. COL. TRUE E. BOARDMAN of Armed Forces Radio Service, Hollywood, has returned from survey of AFRS installations in Great Britain, France and Italy and will soon resume duties as officer in charge of troop information.

Today and Tomorrow
In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!
WAIR
Winston-Salem, North Carolina
Representative: The Walker Company

Free Speech MIKE
YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE WITH
KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

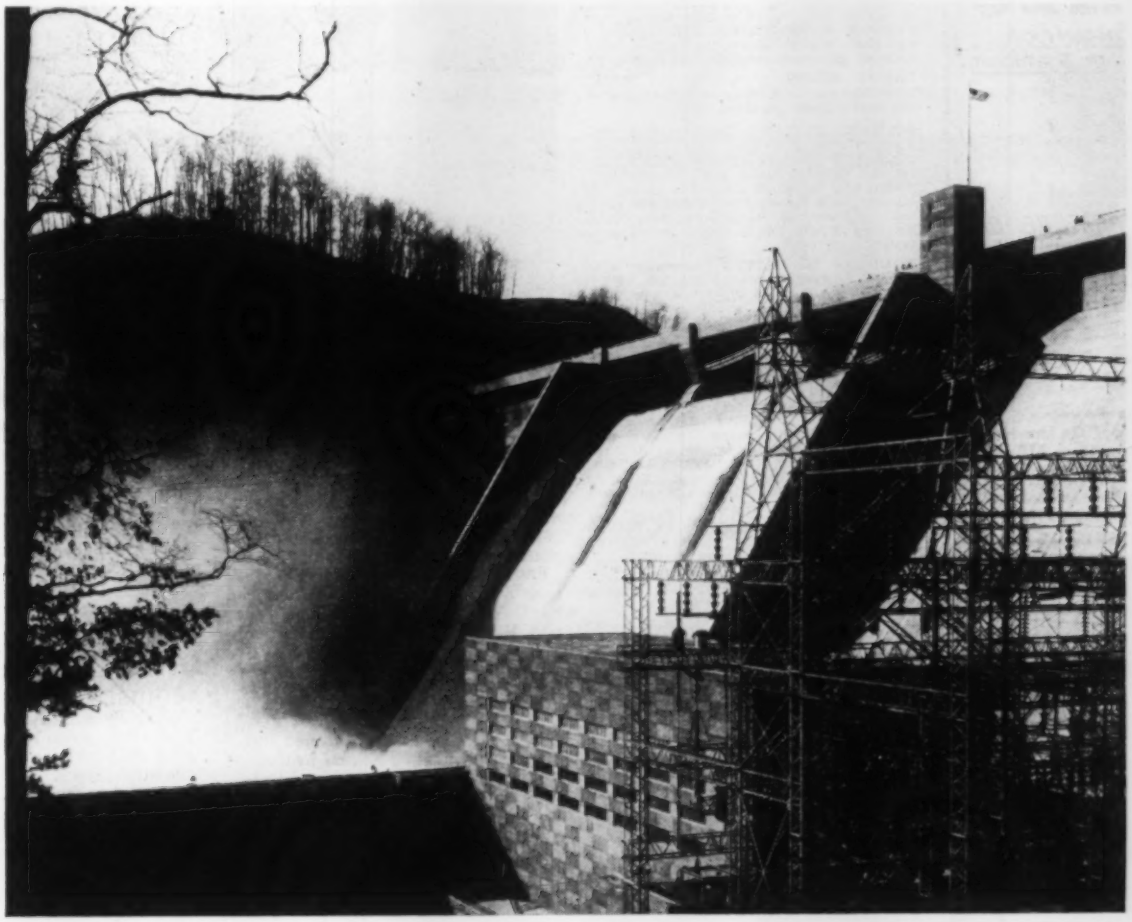
580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS • MUSIC • NEWS

GO AHEAD SIGNAL FOR IDAHO SALES

KSEI
POCATELLO • IDAHO

XUM



Here's Power That is Making
A GREATER INDUSTRIAL KNOXVILLE!

WBIR
covers more
than 75%
of the populous,
concentrated
Knoxville Market
. . . most efficiently!
Ask a John E. Pearson
man about us.

This is but one of the many TVA dams and electric plants at Knoxville's "back door" that is furnishing industrial Knoxville with power—POWER THAT IS MAKING KNOXVILLE ONE OF AMERICA'S FASTEST GROWING INDUSTRIAL MARKETS. Knoxville has set nation-wide records in sales increases during the past few months. It is also a great distribution center for East Tennessee. The population of greater Knoxville is now over 201,000 people. Let WBIR supply you with up-to-the-minute data on this important market.

● KNOXVILLE IS THE HOME OF TVA ●

Blue **WBIR** *Network*
A NUNN STATION

KNOXVILLE, TENN.
JOHN P. HART, MGR.

NEWS
Every Hour on the Hour!

A FEATURE OF

WHKC
COLUMBUS
Goes Full Time Day & Night

★

Double Power
News Every Hour On the Hour
New Wave Length — 610 KC.
Central Ohio's Only Mutual Station

★

NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

T-8

WINN
LOUISVILLE

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

MRS. DOROTHY HELM, formerly of WDLP Panama City, Fla., has joined the continuity staff of WSGN Birmingham, Ala. **DAVID GOODMAN**, formerly of KFEL Denver, is a new WSGN announcer. **JACK SHACKLETT**, formerly on the WSGN sales staff, has been named program-production manager.

LARRY KEITH, announcer at WSGN Birmingham, and Mary Elizabeth Browder have been married.

RICHARD HUBBELL, broadcasting production manager of Crosley Corp., Cincinnati, is author of a new book "Television: Programming and Production" which will be published this spring by Murray Hill Books Inc., technical division of Farrar & Rhinehart, New York. He also wrote "4000 Years of Television."

DOUGLAS W. OLIVER, formerly with WLAW Lawrence, Mass., has joined the announcing staff of WJHP Jacksonville, Fla.

RAY HERBERT GUNCKEL Jr., recently promoted from announcer-news editor to production manager of WJHP Jacksonville, Fla., on March 3 was married to Blanche Jones.

SCOTT DAVIS, formerly of WXYZ Detroit, and **PAUL CRAWFORD**, previously of KWKH Shreveport, La., are new members of the announcing staff of KNOE Monroe, La. **JUDITH LAWTON**, formerly of WDSU and WNOE New Orleans, has been appointed program director.

HARLEY WEST, formerly with WMRN Marion, O., is a new addition to the WSPD Toledo announcing staff.

TONY PARRISH, formerly with WTAR Norfolk, has joined WTOP Washington as announcer.

JOHANNES STEEL, commentator on WHN New York, has been appointed associate editor of Read and Facts magazines.

JANE DUNBAR, former scriptwriter at WICA Ashtabula, O. during her summer vacations, has joined WMRN Marion, O. as music director.

MAXINE KEITH, radio and television consultant and conductor of From Me to You on Mutual, has joined the American Women's Voluntary Services as head of the national radio department.

GORDON HEATH, announcer, heard on several WMCA New York programs and who has been associated with WLIB and WNYC New York, has joined the announcing staff of WMCA.

BILL CORUM, who has been handling the color work on the Gillette Safety Razor Corp. Friday night boxing bouts on Mutual, has been replaced by **STEVE ELLIS**, who in addition to a sports and record program on WMCA New York covers fights on WNBT, NBC television station. **DON DUNPHY** continues to handle play-by-play coverage of the Gillette fights.

PAT BRENNAN and **ALICE FELLER** have joined the promotion-publicity staff of WOL Washington as assistants to **TOM MEANS**, director of promotion and publicity.

ROSALIE GRAINER has been named head of KFI Los Angeles commercial transcription department.

VIOLET HELGREN, head of the KNX Hollywood script department, and James O'Keefe of Los Angeles were married in Las Vegas Feb. 19.

LEON BLUM, former assistant director of serious music at CBS, is now serving as producer-director on Dr. A. L. Sachar, Blaine-Thompson Co. package program presented for several sponsors on WOR New York.

BOB KELLEY, sports editor of WGAR Cleveland, has been inducted and assigned to the Navy.

BALDWIN SULLIVAN, NBC Hollywood photo editor, has been named head of the new network western division photographic department.

KALE Names Osborne

CLAY OSBORNE, formerly chief of the Japanese section, overseas division of OWI, has been named program director of KALE Portland, Ore. Prior to his OWI affiliation Mr. Osborne was with KFI Los Angeles as production manager and later became West Coast manager of Russel M. Seeds Co., Hollywood.

STERLING ADV., New York, has been appointed to handle WHDH Boston. Emmanuel Levine is account executive.

HERE IS the famed "Voice of Savannah", Pvt. Clifford M. Clarke, of the American Forces Network, reputedly the most decorated announcer in the European Theatre [BROADCASTING, Feb. 26]. The former WSAV Savannah announcer has been awarded the Silver Star, the Bronze Star, and the Purple Heart with Oak Leaf Cluster.

V-D Program Survey

INDICATING an enlightened stand on formerly taboo health problems, approximately 40 stations when queried by the OWI Domestic Radio Bureau about carrying a program on venereal diseases with very few exceptions agreed they would if the program were in good taste presenting well-known experts and not in dramatized form. The query was a sampling to gauge the overall reaction. At the request of the Public Health Service a 15-minute disc has been prepared using one authority each from the Army, Navy and Public Health Service. It will be distributed to a large list of stations throughout the country.

Kaplan Now Major

PROMOTION of Ben Z. Kaplan to the rank of major has been announced by Mediterranean Allied Air Forces headquarters. Chief of the hometown section of MAAF public relations, Maj. Kaplan, 26, was formerly on WOAI San Antonio as a news reporter.

WTMV PURCHASED BY JOHNS FAMILY

PURCHASE of WTMV East St. Louis, Ill., by the Johns family of St. Paul and Chicago for $105,000, from Carlin S. French, owner and general manager, was announced last week, subject to FCC approval. The station operates on 1490 kc with 250 w and provides service in the St. Louis market.

Under the agreement, Mrs. Penrose H. Johns would acquire 60%; Myles H. Johns 20%; Lt. William F. Johns Jr. 10%. Myles Johns would be executive director and Michael Henry, formerly assistant manager of WTMV, would be station manager. St. Louis is the home town of Mrs. Penrose Johns.

The transaction covers the pending 10 kw FM application of WTMV as well as all other assets. Myles Johns controls WOSH Oshkosh, holding 55% interest and William F. and William F. Jr. are identified with the ownership. William F. Johns Sr. is vice-president of WTCN St. Paul and is president of the Ridder-Johns Co., Chicago newspaper representatives. William F. Jr. is in the Army Air Corps.

Butler Acquires Control Of KTUC Tucson, Ariz.

ACQUISITION of control of KTUC Tucson, Ariz., by Burridge D. Butler, president and director, through purchase of 23 shares of treasury stock for $2,300, was granted by the FCC last week to Tucson Broadcasting Co., licensee. Mr. Butler, president of WLS Chicago and also major owner of KOY Phoenix, already owns 138 shares (49.8%) of the KTUC stock.

Consent also was granted by the Commission to voluntary assignment of license of KPDN Pampa, Tex. from R. C. Hoiles, sole owner, to his three children, Harry, Jane and C. H. Hoiles, doing business as Radio Station KPDN, an equal partnership. Monetary consideration was $1. Mr. Hoiles stated that he no longer was able to care for the station.

At the same action the FCC granted assignment of license of KQV Pittsburgh from KQV Broadcasting Co. to Allegheny Broadcasting Corp., owner of all stock of assignor. No money was involved. Allegheny Broadcasting, composed of a group from Pittsburgh previously had purchased the station from Hugh J. Brennen [BROADCASTING, Aug. 21, 1944].

IT'S WROK
IN ROCKFORD, ILLINOIS
AFFILIATED WITH THE Blue Network
1000 Watts
CHECK WITH HEADLEY-REED

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts

SIDNEY WALTON, COMMENTATOR

10:45—11:00 P.M.
Mon. thru Fri.

Sincere! Factual! Experienced! 14 years in radio! Can deliver his loyal following in this great market.

Complete $650.00 per week.

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS

8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.

Fifteen years of telling the local folks what happens locally. Participation—$4.00 day time—$8.00 evening.

WATR—Waterbury
1,000 Watts—Blue

SHOPPERS GUIDE

8:15—9:00 A.M.
Mon. thru Sat.

Helen Morris has been doing this one for eight years.

Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS

11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.

That old time music show that gets mail and sells merchandise.

Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC

IT'S IN THE BAG
(Meaning the grocery bag)

10:00—11:00 A.M.
Mon. thru Fri.

Yessir! this one rings cash registers in grocery stores.

Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts

LEE KELTON'S ORCHESTRA

5:30—6:00 P.M.
Mon. thru Fri.

A half-hour of appetizing, easy-to-listen to music by one of Pittsburgh's leading orchestras.

Participation—
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1430 CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Bridgeport's best bet for breakfast.

Daily participation—$32.40 per week.

WNHC—New Haven
250 Watts

ALARM KLOK KLUB

7:00-8:00 A.M.
Mon. thru Sat.

An hour of breakfast music on New Haven's newest station.

Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS

7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.

Hot from the four corners of the earth by Associated Press Wire.

Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE

3:30—3:55 P.M.
Mon. thru Sat.

An ideal time for those old familiar melodies.

Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.
Mon. thru Sat.

It's homey, and the home folks love it.

Participation—$35.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS

9:05—9:30 A.M.
Mon. thru Sat.

AUNT EM has been telling 'em how to keep house for fourteen years and they love it.

Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts

VILLAGE RAMBLERS

11:15—11:30 A.M.
Mon. thru Fri.

Old time music at its best, on the leather-jacket station of the great Northwest.

$160.00 per week, complete.

KMYR—Denver
250 Watts

BEN BEZOFF

6:00 to 6:15 P.M.
Mon. thru Fri.

Denver's most popular commentator. Just returned from a tour of France and England.

Complete at $200 per week.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.
Mon. thru Sat.

Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.

Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME

5:15—5:30 P.M.
Mon. thru Fri.

Timely tunes for Twin Port tea time.

Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM

11:30-12:00 Noon
Mon. thru Sat.

A newsy farm program in the State where the tall corn grows.

Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR

2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.

Two whole hours of New Mexico's favorite music.

Daily participation—$16.20 Wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue

PIE & COFFEE TIME

2:30 to 2:45 P.M.
Mon. thru Fri.

A smart emcee and the customers in the popular Shy Ann Cafe makes this a sparkling quarter-hour.

$75.00 per week complete.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

MAKE BELIEVE BALLROOM

11:00 A.M. to 2:30 P.M.

Lowest cost per listener in Los Angeles, according to an agency conducted audience study!

$50.00 per ¼ hr; 50 word spots—$12.00.

KJBS—San Francisco
500 Watts

ALARM KLOCK KLUB

6:30-8:00 A.M.
Mon. thru Sat.

Surveys prove its the best dollar buy in the Bay area.

Spot participation—$9.50 base rate.

KFMB—San Diego
250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.
Mon. thru Fri.

A good time to catch the whole family.

Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:30 P.M.
Mon. thru Fri.

Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS

7:00—8:00 A.M.
Mon. thru Sat.

If they want music with breakfast (and they do) this is where they get it.

Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

JITTERBUG HALL

2:00-2:30 P.M.
Mon. thru Fri.

Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memphis-way.

Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR

12:30 to 12:45 P.M.
Mon. thru Sat.

The Texas Aggies Station with farm news for Texas Farmers.

Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

WOMEN IN THE NEWS

10:30 to 10:45 A.M.
Mon. thru Sat.

Mostly news about women, of especial interest to women.

Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

WILLIAM F. ADLER, formerly in the business development department of Chase National Bank, New York, has joined Albert Frank-Guenther Law, New York, as vice-president in charge of the new midtown office at 475 Fifth Ave.

JACK LOUCKS has been promoted from assistant media director of Federal Adv., New York, to media chief. He came to Federal over a year ago from Warwick & Legler, New York, where he had charge of media. Leonard Albert, formerly of WLIB New York has joined the agency as writer.

SIDNEY FIELD, former copy group head of McCann-Erickson, New York, previously with N. W. Ayer & Son, New York, has joined Geyer, Cornell & Newell as an associate copy director.

CLIFF LEWIS, assistant to the MGM studio advertising manager and former advertising and publicity director of Paramount Pictures Co., has joined Ruthrauff & Ryan, Hollywood. Frederick Kopp, former advertising art director in charge of press books for Universal Pictures Co., also has been added to the staff.

SYDNEY RUBIN, former president of Rubin & Lesser, New York, has joined Emil Mogul Co., New York, as vice-president and account executive. Agency has been dissolved and accounts and personnel transferred to Mogul, with Mr. Rubin handling all former R&L clients, including Vitrophane Corp., Brooklyn, spot radio advertiser. Mr. Rubin has relinquished his duties as radio director of Lester Harrison & Assoc. of which R&L was a part. Mr. Harrison will handle his agency's radio activities.

ROBERT BELLIN, producer of Ruthrauff & Ryan on the weekly NBC Jack Genny Show, and Mary McLean, secretary to Nate Tufts, Hollywood vice-president of that agency, were married in Denver Feb. 23.

DUFFY MERRICK, former radio publicity director of Campbell-Ewald Adv., New York, has joined David O. Alber Assoc., New York publicity firm, as account executive.

STANDARD Adv. Agency, Chicago, which has been under the management of George J. O'Leary, president, since its inception in 1943, effective March 1 has changed its name to O'Leary Adv. Agency. Elizabeth Beckman, formerly of Theis & Simpson Co., newspaper representative, has joined the agency as media director.

STEWART-LOVICK Ltd., Vancouver, has opened a Toronto office at 33 Scott St. with Thomas E. Rackstraw, former radia director of James Fisher Co., as manager. Telephone of Toronto office is Elgin 4814.

NORA A. FITTS, former assistant research director of Dancer, Fitzgerald, Sample, New York, has joined Doherty, Clifford & Shenfield, New York as a research associate.

BOB PENDERGAST, for seven years associated with Campbell Mithun, Inc., Chicago and Minneapolis, as media director has opened his own advertising agency, located in the First National Bank Bldg., St. Paul. Telephone is Cedar 6331.

HUMPHREY BOURNE, formerly vice-president of Dan B. Miner Co., Los Angeles, has joined Culbreth Sudler Co., Los Angeles, in a similar capacity. Cliff Munro, for many years associated with the latter agency, has been made a vice-president.

FRANCES KEITH, former advertising and promotion manager of Donnelly Co., Kansas City, has joined Abbott Kimball Co., Los Angeles, as account executive.

Grove Must Pay Kastor $15,000 in $75,000 Suit

U. S. DISTRICT Judge Rubey M. Hulen on Feb. 22 awarded H. W. Kastor & Sons Adv. Co., $15,000 for services rendered Grove Labs. during the period from April 2 to July 20, 1943. Damages of $75,000 were denied. Through the winter of 1943 the Grove firm spent $1,414,000 advertising the new Four Way Cold Tablets. On April 2, 1943 the agency testified it solicited a $500,000 advertising budget for the 1943-44 season. Kastor charged that although it was authorized to proceed, on July 20 Grove ended the agreement and notified Kastor that another advertising firm had been engaged. By that time 95% of its work on the advertising campaign had been done, the plaintiff declared. The court ruled that the agency had not completed a third of its services.

THOMAS A. CRABBE has resigned as copy and contact executive of MacFarland, Aveyard & Co., New York, to join Roy S. Durstine Inc., New York, specializing on package products. He came to MacFarland from Colgate-Palmolive-Peet Co., where he had served as assistant advertising manager. Ralph E. DeCastro is now copy director and account executive at MacFarland Aveyard.

MELVIN W. HUBBARD Jr., copy writer, formerly with J. Walter Thompson Co. and Campbell-Ewald Co., has joined Arthur Kudner Inc., New York.

EARL C. DONEGAN, group head in the service department of McCann-Erickson, New York, has been appointed a vice-president.

WILLIAM BOLTON Jr., for 15 years with McCann-Erickson, has joined the Philadelphia office of N. W. Ayer & Son, as account executive. J. Edward Ford, formerly with the Chilton Co., joined Ayer copy department.

R. H. L. BECKER, who recently resigned as director of advertising for the National Cash Register Co., Dayton, O., has become a partner in Hugo Wagensell & Assoc., Dayton agency.

Grant Forms Firm

GENE GRANT, for many years account executive of NBC San Francisco and more recently of the Blue Network, has opened station representative offices at 1651 Cosmo St., Hollywood. Telephone is Hillside 7874. Firm will operate under name of Gene Grant & Co. Mr. Grant has been in radio since 1929, having started with KFI Los Angeles, and later going to NBC San Francisco. Upon separation of the Blue from NBC, he continued with the former network, transferring to Hollywood last August.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

YOUR ESSO REPORTER

Broadcast 26 times weekly, is on WWNC for the 9th consecutive year. It has an average rating per broadcast of

16.9

. . . a tribute to the consistent and effective radio advertising of the Standard Oil Company of New Jersey so expertly handled by Marschalk & Pratt.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director
Represented by the Katz Agency

AP
WPDQ, Jacksonville, Florida
"That Telescript, 'Washington Today' is a good broadcast . . . already sold."
Robert R. Feagin, General Manager.
available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

Philadelphia's

MAN OF THE HOUR
(and a half)

Doug Arthur

*** TOP RATINGS** (CROSSLEY, PULSE AND HOOPER)
TOP SALES (FOR SIX DIFFERENT SPONSORS)

*** FROM 6 TO 7:30 P.M. MONDAY THROUGH SATURDAY . . .**

Doug Arthur spins records and chats informally with his great unseen audience — selling such diversified commodities and services as liquid shampoo, beer, furniture, dentistry and a correspondence schooi.

And by all three surveys (Crossley, Pulse and Hooper) this "Danceland Program" enjoys the highest consistent rating for a full hour and a half of any program in Philadelphia!

...increased number of applicants is highly gratifying, indeed surprising.—**LAVENSON BUREAU**

...producing sales at a lower cost than anywhere in the Eastern District.—**AMERICAN SCHOOL**

...one of the best in Atlantic's nine years of football broadcasting.—**N. W. AYER & SON**

...the most important factor enabling us to get workers.
—**INTERNATIONAL RESISTANCE CO.**

...the work you have done on our behalf has materially aided us.
—**WILLIAM GRETZ BREWING CO.**

REPRESENTED BY
(In New York) JOSEPH LANG
(Nationally) SPOT SALES INC.

WIBG
10,000 WATTS • DAY & NIGHT

Philadelphia's Most Powerful Independent

. . . were the Egyptians "hep cats?"

Although it is not known when the first clarinet was made, ancient Egyptians used a simple clarinet made from a hollow cane, with part of the cane forming the reed. Today, low-caste Egyptians play a double clarinet, similar to the earlier instrument, but fashioned of two canes glued together. This same instrument, without any changes, dates back at least 5,000 years.

Learning "by ear"

The triple clarinet, a later variant of the Egyptian instrument, is still used in Sardinia. A constant flow of air is necessary to play the Sardinian Clarinet, and instructors have devised a unique method to teach breathing. The prospective virtuoso blows through a straw into a glass of water. If the bubbling stops while the pupil inhales, his master boxes his ears.

Enter the "licorice stick"

The modern clarinet was developed from the French chabemeaux, a short, cylindrical wind instrument, in the late 17th century. Shaped like a jointed oboe with a bell and two keys, it was never played at the same time as the oboe—for the simple reason that both were played by the same artist.

In 1836, Adolphe Sax straightened out this offshoot of the oboe, and introduced the present day "licorice stick."

The brilliant tone patterns of the clarinet range from less than 200 to 10,000 c.p.s. The true tonal quality of the instrument is best featured by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

AMERICAN HOME FOODS Inc., heretofore a management unit, has become an operating company, producing and distributing all food productions of American Home Products Corp., parent organization. Newly elected officers of AHF include Alvin G. Brush, chairman; H. W. Roden, vice-president; W. F. Silbersack and E. H. Selby, vice-presidents in charge of sales.

DR. W. B. CALDWELL Inc., Monticello, Ill., renews sponsorship effective March 5 of Morning Musical, 9:30-40 a.m. Monday through Friday, on WGN Chicago. Contract for 52 weeks was placed by Sherman & Marquette, Chicago.

WILBERT Products Co., New York, for No-Rub floor wax and polish, will sponsor Prescott Robinson's news program thrice-weekly on WOR New York beginning March 5. Agency is Duane Jones Co., New York.

COWLES Magazines Inc., New York (Cook Magazine), has signed to sponsor Dale Morgan's Inquiring Microphone five weekly quarter-hour program for 52 weeks on WHOM Jersey City, the Cowles station. Deal was placed direct as a regular business contract. Magazine's various features will be highlighted in commercials as in promotion on WOR New York, through a thrice-weekly news program placed by Regger & Brown Adv., Des Moines.

ASAM BROS., Philadelphia (wallpaper), has named Stewart-Jordan Co., Philadelphia, as agency to handle its advertising. Radio is said to be considered.

INA DE CRIS, New York, (perfumes), has named Donahue & Coe, New York, as agency. Radio may be used.

ELMER CANDY Co., New Orleans (candy), has appointed Walker Saussey Adv., New Orleans, as advertising counsel. Radio is said to be considered.

LA MAUR PRODUCTS, Minneapolis, (shampoo), has named McCann-Erickson, Minneapolis, as agency. Plans are said to include radio.

GROLIER SOCIETY, New York, has appointed Grey Adv., New York, to handle advertising for Book of Knowledge. Media plans will not be set for several months.

RAY C. BABCOCK, member of the advertising staff of Graybar Electric Co., New York, distributors, has been named an assistant advertising and sales promotion manager, concentrating on the merchandising of electrical appliances and promotion of electrical communication equipment. K. B. Hopkins is sales promotion and advertising manager for Graybar.

MAIER BREWING Co., Los Angeles, has appointed Milton Weinberg Adv., Los Angeles, to handle its advertising. Radio may be used.

WALTER M. BOYSEN Co., Oakland, Cal. (paints), on March 3 started sponsorship of Fulton Lewis jr. (transcribed) 8-8:30 p.m. (PWT) on KFRC San Francisco, using excerpts from Mr. Lewis' daily commentaries. Contract is for 52 weeks. Agency is Emil Reinhardt Adv., Oakland.

ROSENAU BROS., Philadelphia and New York (Cinderella dresses), has placed its advertising account with Franklin Bruck Adv., New York.

LEAF GUM Co., Chicago, effective Feb. 27 renews sponsorship of one spot weekly on WMAQ Chicago, for 52 weeks. Company also has renewed Baukhage Talking, quarter-hour cooperative show on WCFL Chicago, and spots on WENR Chicago. Contracts are for 13 weeks. Agency is Bozell & Jacobs, Chicago.

W. F. McLAUGHLIN & Co., Chicago, begins sponsorship March 5 of 6 spots weekly on WBBM Chicago. Contract for 52 weeks was placed by Sherman K. Ellis & Co., Chicago.

CENTRAL REPUBLIC Co., Chicago, (investment bankers), started sponsorship Feb. 25 on WENR Chicago of a half-hour series based on American music called Worth Rembering 9:30-10 p.m. (CWT) Sunday for 52 weeks. Agency is Wallace-Ferry-Hanly, Chicago.

N. C. VALIQUETTE Ltd., Montreal (furniture), has started daily five-minute news commentaries in French on CKAC Montreal. Account was placed direct.

MILES LABS., Toronto (Alka-Seltzer, One-A-Day vitamin tablets), has started quarter-hour Did I Say That?, French program, on CHRC Quebec, three times weekly. Account was placed by Cockfield Brown & Co., Toronto.

CEE BEE Chemical Co., Los Angeles (Durite cleaner), has started daily participation in combined Sunrise Salute and Housewives Protective League on KNX Hollywood. Contract is for 52 weeks. Robert F. Dennis Inc., Los Angeles, has account.

SUNNY SALLY Co., Los Angeles (packaged fresh spinach), has started sponsoring thrice-weekly station breaks on KNX Hollywood. Contract is for 8 weeks. Tyler Smith Adv., Los Angeles, has account.

PARAMOUNT PICTURES, Hollywood, to promote local theatres as well as current films, on Feb. 26 started sponsoring thrice-weekly quarter-hour program of recorded music, with motion picture star guests, on KMPC Hollywood. Firm also sponsors quarter-hour participation, six weekly in Make Believe Ballroom on KFWB Los Angeles. Contracts are for 52 weeks. Scholts Adv. Service, Los Angeles, has account.

20th CENTURY-FOX Film Studios, Los Angeles, to promote local showing of three new films, "Tree Grows in Brooklyn", "Hangover Square" and "Thunderhead, Son of Flicka," in a 30-day campaign is using a heavy daily schedule of spot announcements and newscasts on seven stations. List includes KFI KNX KECA KHJ KFWB KFAC KMPC. Western Adv. Agency, Los Angeles, has account.

CONFECTIONS Inc., Chicago (Snacks), started sponsorship March 1 of 2 spots weekly on WBBM Chicago for 52 weeks and starts 14 spots weekly on WJJD Chicago effective April 12 continuing through the baseball season. Increased schedule will be released soon. Agency is Paul Grant Adv., Chicago.

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J. on Feb. 12 started daily participation in combined Sunrise Salute and Housewives Protective League on KNX Hollywood. Contract is for 13 weeks. Agency is Cecil & Presbrey, New York.

HELENA RUBINSTEIN, Toronto (cosmetics), has started spot announcements on a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

J. W. LAWRENCE has been appointed director of advertising and sales coordination of the Borden Co., Toronto, for all Borden operations in Canada. He has been advertising and sales director of all Borden ice cream and milk divisions in Canada.

RICHARD HUDNUT Sales Co., New York, promotes the Hudnut-DuBarry Success School in Success Magazine of the Air on WOR New York. Designed to acquaint women with men's views about clothes, grooming and other matters of feminine appearance, the weekly morning half-hour program features interviews with prominent men by Ann Delafield, director of the school, and a guest editor. Series started Feb. 22. Agency is G. Lynn Sumner Co., New York. Hudnut sponsors a spot radio campaign for Three-Flowers cosmetics through Kenyon & Eckhardt, New York.

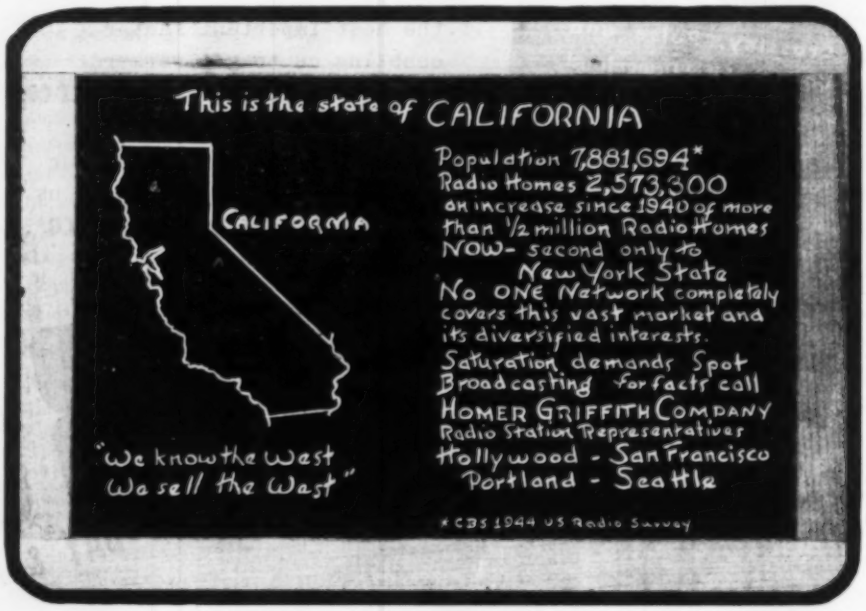
CONFORMAL FOOTWEAR Co., St. Louis division of International Shoe Co., St. Louis, on March 6 begins five-weekly sponsorship of Bessie Beatty's program 10:15-11 a.m. (EWT) on WOR New York. Guilford Adv. Agency, New York, handles account. Contract is for 52 weeks.

NUTREX Co., Jersey City, Feb. 26 started 9 a.m. ten-minute news program Mon.-Wed.-Fri. over KYW Philadelphia. Contract for 52 weeks was placed through Raymond Spector Agency, New York.

KERR GLASS Mfg. Corp. Los Angeles (Mason jars), on March 19 starts thrice-weekly participation in Art Baker's Notebook on KFI Los Angeles. Contract is for 27 weeks. Firm on May 15 for 13 weeks starts sponsoring Graeme Fletcher, news commentator, on 7 NBC Pacific stations, Mon.-Wed.-Fri. 7-7:15 a.m. (PWT). Other seasonal radio will be used in selected markets nationally. Agency is Raymond R. Morgan Co., Hollywood.

TONI Inc., St. Paul (Toni cold wave), on March 1 began sponsorship of 42 spot announcements weekly on KFEL Denver. Contract for 13 weeks was placed by Jones Frankel Co., Chicago.

SOL LENZER Corp., Buffalo (foods and beverages), has placed its advertising account with Bowman & Block, Buffalo. Radio is said to be considered.


This is the state of CALIFORNIA
CALIFORNIA
Population 7,881,694*
Radio Homes 2,573,300
an increase since 1940 of more than ½ million Radio Homes
NOW- second only to New York State
No ONE Network completely covers this vast market and its diversified interests.
Saturation demands Spot Broadcasting for facts call
HOMER GRIFFITH COMPANY
Radio Station Representatives
Hollywood - San Francisco
Portland - Seattle
"We know the West We sell the West"
*CBS 1944 US Radio Survey

Have you "GOT THE COMBINATION"?

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

Turn right to your Standard Rate & Data listing for WKZO, Kalamazoo. Look at the rates. Then *turn back* to WJEF, Grand Rapids—and look at the rates "in combination with WKZO".

Gents, that IS a combination!

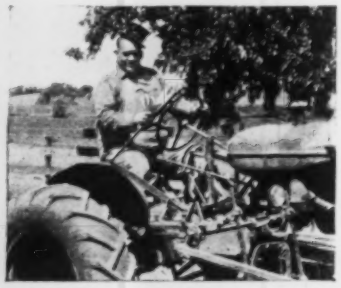
WKZO gives you *eighteen* Western Michigan counties including Kalamazoo and Battle Creek—630,762 people, daytime. . . . WJEF gives you a *quarter-million* Grand Rapids people (with the best frequency in the market, *AND CBS*). . . . Together, they do an unbeatable coverage job in Western Michigan, and at an unapproachably low cost!

May we send you all the facts—or will you ask Free & Peters?

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives

AND NOW TO THE NIGHT CLUB!

Of course that's not Farmer Bill's destination, but don't think he couldn't *afford* any entertainment he wants. The average Iowa farmer made $7,672 in 1943. In 1944, it was up about 20% more.



And while we at KMA know he doesn't wear a top hat and white gloves, perhaps some of the alleged "farm stations" aren't aware of the fact. Else they wouldn't offer him hot-spot jive recordings, Broadway wisecracks, and suave big-city announcers reading meager farm-news bulletins.

We say a farm station should be a *farm* station. Announcers and news editors should *know* the farming business. Market reports should be not only read but *interpreted*. Entertainment should be of the homey sort that farmers *enjoy*. And the proof that we're right lies in the fact that we get more than twice as much listener-mail as any other station in this 80% rural area.

Let us—or Free and Peters—tell you more about the amazing results which are rewarding our policy. Write!

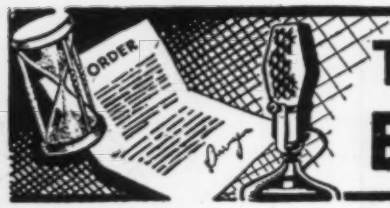
KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives



THE *Business* OF BROADCASTING

Plans Expansion

THE NEW YORK World Telegram plans to expand its spot radio circulation drive with sponsorship of the quarter-hour Warm-Up period on WNH New York before all baseball games of the Brooklyn Dodgers. Series is not assured however until government officials give official go-ahead for the games and station schedule can be arranged.. Commercials will follow same pattern used for thrice-weekly participations on Breakfast with the Fitzgeralds on WOR New York, started by the Telegram last December on a 52-week basis. Agency is L. E. McGivena Inc., New York.

New Production Firm

ALL-AMERICAN Radio Productions has been established in New York by Basil Loughrane, independent producer, and three associates. New firm will produce package programs for both video and radio.

The San Francisco Radio Picture *Has* changed!

Look up *Blue's* *KGO* in your latest Hooper!

It's THE Bay Area Buy!

Forum Anniversary

SEVENTEENTH anniversary broadcast of Theodore Granik's American Forum of the Air on Mutual, Tuesday 9:30-10:15 p.m., was heralded in Washington Feb. 27 by a congratulatory letter from Vice-President Harry Truman commenting that the program has been outstanding in its field, presenting "to the American people discussions of vital concern to them in the finest American tradition of freedom of speech." He stated that the "radio industry can be proud of this pioneer in the field of public service programs."

The Forum broadcast Feb. 27 centered on the Dumbarton Oaks question and was attended by Senate and House leaders, various Government officials and members of the diplomatic corps. Participating on the broadcast were Sen. Pepper (D-Fla.), Sen. Thomas (D-Utah), Sen. Langer (R-N.D.), William B. Ziff, publisher, and Mr. Granik, moderator and originator of the Forum. Program will originate from San Francisco during the United Nations Conference opening April 25.

Guittard Places

GUITTARD CHOCOLATE Co., San Francisco (chocolates), on March 5 starts sponsorship of Hawthorne House on KECA Los Angeles, expanding on April 30 to the California-Blue chain including KGO KFBK KHUB KWG KTMS KFMB. Originating at KGO San Francisco, program will be piped to KECA. Program was a feature on NBC for nine years under sponsorship of Wesson Oil & Snowdrift Co. Agency is Garfield & Giuld. San Francisco. New series will start with same cast as previously.

Antique Show Spots

FIRST NATIONAL Antique Show to be held at Madison Square Garden March 12-18 under sponsorship of Seymour Halpern Assoc., New York, will be supported by radio advertising. To interest general public in a subject usually appealing to a special limited group and beginning four days prior to opening and continuing during exhibit, Halpern will sponsor a total of 100 transcribed spots on WJZ WOR WMCA WQXR and a ten-minute pick-up from the Garden, Mon. through Sat. on WHN.

Sponsors Health Talks

AL WILLIAMS Health Systems, Los Angeles (physical culture), on Feb. 27 for 13 weeks started Health Talk on a per-occasion network consisting of KMTR KPMC KVEC KVOE, Tues. 8:30-8:45 a.m. (PWT) with transcribed version on KTKC KPRO KFSD. More stations will be added. Western Adv. Agency, Los Angeles, has account.

Places in Kansas City

MONTGOMERY WARD & Co., Chicago, on March 1 started sponsorship of 10 spots weekly on WHB KCKN KCMO in Kansas City. Contract for 13 weeks was placed by Foote, Cone & Belding, Chicago.

Journalism Awards

HIGH SCHOOL journalists may interview celebrities in mass interviews staged by WNEW New York in a weekly quarter-hour program press conference to start March 10. Station will award a weekly $10 prize for the best story on material obtained during the interview, a semi-annual WNEW Journalism Award, $100 War Bond and plaque for the interviewer's school for the best interview of the semester. Newspapermen will serve as judges.

Soil-Off Expands

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), on March 5 starts daily participation in combined Sunrise Salute and Housewives Protective League programs on WBBM Chicago. Contract is for 52 weeks. Firm is heavy user of daily local newscasts and regional network time in eleven western states and is now expanding to other areas. Agency is McCann-Erickson, Los Angeles.

New Michelson Series

NEW quarter-hour recorded program series titled A Date With Music has been prepared by Charles Michelson, featuring Phil Brito, singer; Sammy Liner, pianist of the Andre Kostelanetz orchestra; Doc Whipple, composer and organist, and Allyn Edwards, network announcer. William Stoess, former music director of WLW Cincinnati, directed the new series.

Luncheon Exhibit

APPROXIMATELY 225 agency executives, sponsors and representatives of the press attended NBC Parade of Stars exhibit and luncheon Feb. 21 at the Palmer House in Chicago. Guests were presented the first report summarizing the three-month period opening the NBC Parade of Stars campaign.

Shell Signs WBBM

SHELL OIL Co., New York, has signed a contract with WBBM Chicago for sponsorship of the college football broadcasts which will begin sometime next September. Games will be announced by John Harrington. Contract for series of 11 games was placed through J. Walter Thompson Co., New York.

WSPA Farm Awards

CLIFF (Farmer) Gray, WSPA Spartanburg, S. C. farm service director and conductor of the Piedmont Farm Hour, has presented the first Piedmont Farm Hour Award for meritorious service on the farm and production front to C. L. Cooper, of Lyman, S. C. Mr. Cooper received the award in his modern chicken house during a broadcast.

Three Join Keystone

THREE more stations have become affiliated with the Keystone Broadcasting System; they are KODY North Platte, Neb., WMLT Dublin, Ga. and WKLA Ludington, Mich.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Herr Hitler's first interview

It was in 1933 that Pierre J. Huss, INS correspondent, tracked Adolf Hitler to Berchtesgaden. He got his interview,—the first granted to a foreign newspaperman after Hitler's rise to power. But "Pete" Huss' journalistic career is marked by a long string of beats.

Born in Luxembourg, speaking several languages fluently, Europe is a familiar stamping ground to Huss. For nearly two decades, he has represented INS—in Mexico, London, Madrid, Paris, Berlin and elsewhere on the continent. He is an authority on central European affairs.

After eight years as INS Berlin bureau chief, Huss returned to the United States. In this interlude, he wrote the best seller, "The Foe We Face"—a lucid account of the rise of Hitlerism. The outbreak of war, shortly thereafter, again took him abroad.

Huss covered the campaign of our forces in Africa and the Mediterranean theaters. He reported the Roosevelt-Churchill conference in Cairo. He was with the American forces during their training for D-Day, covered the invasion of Normandy from the bridge of H.M.S. Scylla, landed in France with the Allied forces. At the invitation of the chief of staff, Pete joined General Patton's famous U. S. Third Army, graphically describing its drive up to the Saar Valley. From the 20th U. S. Army Corps, he received a citation for his "fearless activity" in covering American army movements across Europe.

Like those of other INS reporters, Huss' eyewitness accounts from spots where the fighting is hottest have consistently made front pages in the nation's newspapers. Radio news editors have found these stories admirably suited for news broadcasts.

The INS wire, day in and day out, remains in the forefront with lead stories and top headline stories. In specialized news and feature writing, too, INS leads in local, national and world-wide services.

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK 17, N. Y.

. . WHEN YOU GO WEST OF CHIGAGO

STOP

IN THE QUAD Cities

More Retail BUYERS Than in any MARKET BETWEEN CHICAGO and OMAHA MINNEAPOLIS and ST. LOUIS

The Quad-City market (Davenport-Bettendorf, Rock Island, Moline and East Moline-Silvis) includes the largest (218,000) concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis, according to Hooper '43 and '44 surveys.

Hooper shows the Quad-City Market is delivered ONLY by WOC

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

LETTER in answer to ticket requests for *Glamour Manor*, mythical hotel program on Blue, Monday through Friday, features a letterhead picture of Cliff Arquette, proprieter, and the 32-room, 2 bath hotel. Letter is typed on lined paper and written in the style of the program. "Postively every room equipped with Crisco & Ivory Snow" is legend at bottom of page. Program is sponsored by Procter & Gamble Co., Cincinnati.

* * *

Talent Contest

UNCLE DON, who conducts a children's program on WOR New York, is presenting his fifth annual "Uncle Don Child Talent Contest" to pick the most gifted boy and girl in the East. Final winners, to be selected May 2, will be interviewed by film talent scouts and will receive a special clothes outfit, visit Governor Dewey and attend theatre and radio broadcasts. There are over 5,000 entries.

* * *

DuMont Brochure

"TIME, Tubes and Television" is the title of a brochure issued by DuMont Labs, Passaic, N. J., which traces the development of electronics from the dawn of history to the present day. Pictures of the DuMont Labs., the television station WABD New York, and key personnel in the DuMont organization are shown.

* * *

KMBC Folder

IN FURTHER recognition of the 25th anniversary of radio, KMBC Kansas City is distributing a mail piece relating the progress of KMBC. Piece is illustrated with photos of key personnel of the station and is headed "This Institution Called KMBC of Kansas City."

Merchandising & Promotion

Talent Contest—Fellowship—Prospectus
Slide Rule—Cook Book

NBC Fellowship

NBC for the second year is offering fellowships to ministers and religious educators, especially those with radio experience. The seven selected will study at one of the three NBC summer institutes at Chicago, Los Angeles or San Francisco. Applicants must now be working on religious radio programs. Federal Council of the Churches of Christ in America is in charge of applications which close March 15.

* * *

WBNS Brochure

"FROM mush and milk to mink and sables" is title of promotion brochure issued by WBNS Columbus, O. to promote the program of Fern Sharp, director of women's activities for WBNS. Copy states that Miss Sharp is available to her listeners "around the clock" and is not content to serve her listeners with broadcasts alone. A copy of a charcoal sketch of Miss Sharp is attached to the brochure.

* * *

KGO Prospectus

KGO-Blue San Francisco has issued a four page prospectus with an inside double page spread as the first of a series of promotion pieces titled "You Should Know". Idea is to acquaint the trade with the station's announcers, what they are doing and why they are worth consideration when selecting announcers for transcribed spots, etc. Inside spread and back page gives advance program schedule.

Lear Booklet

LEAR Inc., Piqua, O., manufacturer of aircraft radio equipment, electric and mechanical controls for aircraft, which has recently announced plans to enter the home radio field after the war, has issued a 22-page booklet describing its contributions to radio development and its current manufacturing activities. Booklet is illustrated with pictures of plant facilities and products. Agency is Arthur Kudner Inc., New York.

* * *

Slide Rule

AS A PROMOTION piece and service, KROW Oakland is sending agency men a slide rule together with a brochure explaining how to use the device. The front cover of the brochure, celebrating the station's 20th year, mentions that it doesn't take any figuring to prove that KROW pays and the back cover explains that the slide rule is a time saver for everyone using figures.

* * *

Tall Tales Told

KATE SMITH is offering $250 weekly for the best tall tale written by a serviceman in an Army or Navy hospital. Winning stories also will be read on her Sunday program on CBS, 7 p.m. (EWT). There are 10 additional awards of $10 each. On the past program of her present series, June 10, the "tallest tall tale" will be read and $1,000 presented to the writer.

* * *

WKBN Success Story

A NEW green, black and white cardboard promotion brochure has been issued by WKBN Youngstown with a reprint of a letter from the Squire Shop in Youngstown, attributing increase in sales to the sponsorship of 11 p.m. *News of the World* on the station.

* * *

WFBL Cook Book

LISTENERS upon request will receive from WFBL Syracuse copies of the 1945 edition of the "WFBL Cook Book of the Stars", a 64-page book containing 112 photos of the artists who are heard over WFBL, a story about each and his favorite recipe.

* * *

CFAR Film

CFAR Flin Flon, Man., one of Canada's more isolated stations, is demonstrating the growth of the northern mining community in a color film made by G. B. Quinney, manager.

WE'RE SELLING POST-WAR PROFIT INSURANCE . . .

in the DETROIT AREA

There'll be profits flying high, wide and handsome in America's Third Market after the war. And if you are interested in earmarking a healthy portion for yourself now is the time to begin. CKLW's 5000 watts at 800 kc. gives you the **largest concentrated coverage** of this rich area. It's the profit policy you need to assure a prosperous future, and the unusually low premiums will surprise you. True, schedules are jammed at present but let's get together and we'll do our best to squeeze you in **right now!**

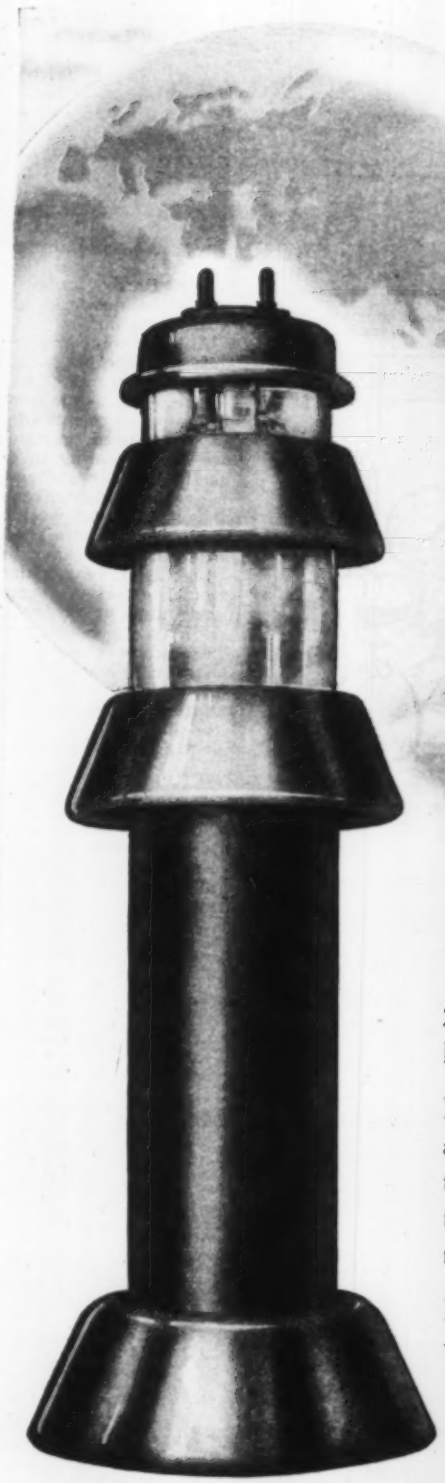
Union Guardian Bldg., Detroit 26

Adam J. Young, Jr., Inc.
National Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

"My wife wants to know—can we exchange this for one of those baby carriages you're advertising over WFDF Flint?"



POWER

HIGH FREQUENCY HEATING

INTERNATIONAL BROADCAST

FM

The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability — a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life . . . produced with all the care and precision of fine craftsmanship.

Federal always has made better tubes.

FEDERAL TELEPHONE & RADIO FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

SOMEONE
IS ALWAYS
First

SIR ISAAC NEWTON
First
to expound the
"Law of Gravity"

WHBQ

was the first (and only) Memphis radio station to operate on a continuous 24 hour basis — since March 15, 1944.

South's 24-Hour Station

WHBQ

BOB ALBURTY, General Mgr.

Your MUTUAL Friend

Memphis, Tennessee

Represented by RAMBEAU

OWI PACKET, WEEK MARCH 26

Check the list below to find the war message announcements you will broadcast during the week beginning March 26. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET. WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
V-Mail	X	--	--	--	--	--	--
Medical Wac	X	--	--	--	--	--	--
The Job Ahead—Japan	--	--	X	--	X	X	X
Car Pooling	--	X	X	X	X	--	--
Paper Salvage	X	--	--	--	--	--	--
Planned Saving	--	X	X	X	X	--	--

See OWI Schedule of War Message 153 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WE'LL HARVEST THIS CROP TOMORROW!

A slight exaggeration, yes—but all fooling aside, the crops up here in the Red River Valley *are* gigantic. It's a *cinch* to raise almost anything in this fertile valley . . . including *sales quotas!* For our busy hayseeds make plenty of money—and spend it (an average of more than $7250 *each*, during 1944)!

WDAY is the *only* chain station that covers *all* the Red River Valley. It's one of the most productive smaller stations in the entire U.S.A. If you want the PROOF, just write us. We've got some *facts* to show you!

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

HARDY STRESSES USE OF LOCAL PROGRAMS

INSTEAD of stations "trying to 'out-network' the networks," Ralph W. Hardy, program director of KSL Salt Lake City, said at the NAB 14th District meeting in that city, [BROADCASTING, Feb. 5] "it would be wise to augment network programs with features conceived and handled throughout from a local point of view and thus do a job the networks are not in a position to do."

Mr. Hardy

Another point Mr. Hardy brought out, with the program department especially in mind, is that "we encourage our public service units to use small segments of time and to use them well, particularly where we are appealing to only a small section of our audience." He also suggested a more frequent reviewing of the total weekly broadcasting schedule, with special focus on programs that have been running "year after year without any particular direction or analysis as to their aims or achievements."

"May we rededicate ourselves," he said in closing, "to providing more excellent program facilities for the public, and may we discriminate the difference between serving the public's convenience and that of serving interest and necessity."

Ad Club Award

THE WOMAN'S Advertising Club of St. Louis is sponsoring the Erma Proetz award in memory of a member who died Aug. 7, 1944. The award will be in recognition of the outstanding creative advertising work done by a woman during the period from March 1, 1944 to March 1, 1945. The contest is open to any woman in the advertising profession. Four $100 bonds will be awarded, one each for advertising copy, advertising art work, advertising photography, and creative radio writing which advertises a specific produce or service. The award will be made at a dinner in St. Louis May 21, 1945. Mrs. Norrie Passino, 7850 Stanford Ave., University City 14, Mo., will supply detailed contest rules.

WSLI
JACKSON
MISSISSIPPI

INCREASE, MISSISSIPPI?
This is a splendid village in Lauderdale County, but as an advertiser, you are interested in INCREASING your advertising results. Concentrate on JACKSON—metropolitan center of Mississippi's 450 MILLION DOLLAR agricultural market.
WSLI—the "Double-Return" station offers you maximum coverage of this market—at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

KTSA DELIVERS:★

★ IN ITS 64 COUNTY PRIMARY COVERAGE AREA

23.11% OF TEXAS' EFFECTIVE BUYING INCOME

22.06% OF TEXAS' RETAIL SALES

24.35% OF TEXAS' POPULATION

KTSA was designed and built to serve this 64-county sales area. Every recognized standard of measurement and survey proves that it DOES THE JOB! Get the complete KTSA story of the specific job it is doing for sales now and in the postwar era.

KTSA CBS SANANTONIO 550 ON THE DIAL

Represented Nationally by: TAYLOR . HOWE . SNOWDEN RADIO SALES . Dallas . New York . Chicago . Los Angeles . San Francisco . Seattle

Star Salesman in OKLAHOMA'S richest market

KTUL

tulsa

5000 WATTS
CBS

Write today for market data and availabilities

John Esau

FREE & PETERS, INC.
National Representative

KMPC News Policy

LIVE commercials only will be used for newscasts on KMPC Hollywood, effective March 19, according to Robert O. Reynolds, station manager. Opening news program commercials will be limited to 15 words maximum. Policy is in line with improved programming and better handling of newscast commercals, it was said.

Vigoro in Four Markets

SWIFT & Co., Chicago (Vigoro), on March 1 will begin sponsorship of spot announcement campaign for four weeks, six to nine spots weekly, in four markets. Agency is J. Walter Thompson Co., Chicago.

CBC's Shortwave Station Takes Air

By JAMES MONTAGNES

CANADA'S FIRST government-owned shortwave transmitter went on the air officially February 25 with a one-hour feature program to Canadian troops in Great Britain and western Europe. Prime Minister Mackenzie King and Justice Minister Louis St. Laurent spoke during the dedication ceremonies, and programs from all parts of the Dominion were broadcast.

The transmitter has been two years in the building, at Sackville, N. B., by Canadian Broadcasting Corp. engineers, at a cost of about $1,000,000. Two RCA 50 kw transmitters are housed in the shortwave transmitter section of the modernistic building, which also houses the broadcast band transmitter of CBA Sackville, N. B. Canada started late in the shortwave field, but its transmitter has been in use now since Christmas Day with broadcasts in English and French to Canadian troops and in German with war news to Germany. Now Dutch, Czech, and Flemish language broadcasts are to be added, with Spanish and Portuguese programs for Latin-America to follow later this year.

Three antenna arrays are used to feed programs to the various zones. One beam now in use is directed at Great Britain, western Europe and a part of Soviet Russia. In reverse it will be used to send programs to Mexico, Central America and New Zealand. A second beam will be directed to South America, and in reverse to eastern Asia. The third beam goes to Africa and Australia in reverse.

CBC is operating the transmitter for the Canadian government with a committee from the Department of External Affairs working with CBC on program policy. Later it is expected the Department of Trade and Commerce will have a voice in program policy as the station becomes a Canadian trade envoy. CBC has formed an international service division with offices at Montreal where programs will be built and produced. Offices are located at 1236 Crescent Street, Montreal. Peter Aylen, formerly liaison officer at Ottawa, is in charge of the international service division. CBC international service is working with OWI in programming.

Shortwave broadcasts will be carried eventually on 11 frequencies. One transmitter will use 6.09 mc with call letters CKOB, 9.53 mc with CKLO, 11.705 mc with CKXA, 15.19 mc with CKCX, and 17.82 with CKNC. The other transmitter will be heard as CHAC on 6.16 mc, CHLS on 9.61 mc, CHMD on 9.64 mc, CHOL on 11.72 mc, CHTA on 15.22 mc, and CHLA on 21.71 mc.

HEY, Y'ALL HEADIN' FER POSSUM TROT (Ky.)?

Fact is, *we* don't even know whar it's AT—but it's sure listed as a real Kentucky town! But we at WAVE will never worry about our inability to *reach* that marsupial-minded metropolis or any of its like. Not while WAVE remains the favorite NBC station for the million-or-so *really important people* in the Louisville Trading Area (where *more than half of Kentucky's total buying is done!*) Would you like the whole story?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

* Hands that Capture the Future....
* FOR THE RADIO OF TOMORROW
War-trained hands . . . fingers educated in accuracy and speed . . guided by new facts wrested from the widening frontiers of electronics research . . . hands that will create unsurpassed values in "Detrola-built" Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic instruments.
KEEP YOUR EYE ON DETROLA
DETROLA RADIO
DIVISION OF
INTERNATIONAL DETROLA CORPORATION
BEARD AT CHATFIELD • DETROIT 9, MICH.
KEEP ON BUYING AND KEEP THOSE WAR BONDS

'When a Girl Marries' Tops Daytimers With 'Breakfast in Hollywood' Second

LEADER in the list of "Top Ten" week-day programs reported by C. E. Hooper Inc., in the February Network Hooperatings on daytimers, is *When A Girl Marries*. Second place goes to *Breakfast in Hollywood* (11:15 a.m.) and third place to *Ma Perkins* (CBS), followed respectively by *Portia Faces Life, Kate Smith Speaks, Our Gal Sunday, Backstage Wife, Big Sister, Pepper Young's Family, Lorenzo Jones*. Top-ranking Saturday daytime shows are *Theatre of Today*, first; and *Stars Over Hollywood*, second.

Aunt Jenny has the highest sponsor identification index—73.8. Some 5.6% gave the wrong identification of the sponsor, and 20.6 couldn't name the sponsor.

Average daytime audience rating is 5.2, up 0.3 from the last report, down 0.1 from a year ago; average daytime sets-in-use is 16.8, up 0.4 from last report, down 0.1 from a year ago; average daytime available audience is 72.0, down 0.7 from last report, down 1.2 from last year.

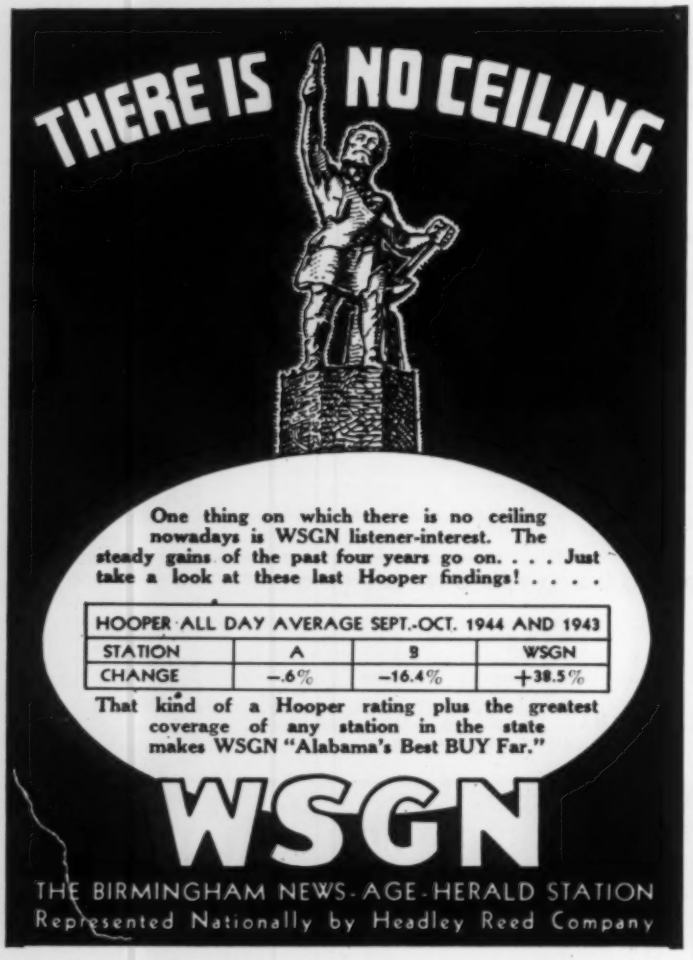
The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	Men	Children	Total
1. *Jack Armstrong*	0.89	0.42	1.44	2.75
2. *Let's Pretend*	1.09	0.24	1.22	2.55
3. *Tom Mix*	1.02	0.42	1.05	2.49
Captain Midnight (tied for 3d place)	0.75	0.35	1.39	2.49
4. *Terry and the Pirates*	0.84	0.29	1.31	2.44
5. *Hop Harrigan*	0.85	0.27	1.09	2.21

Joyce Jordan McM.D. had the largest number of women listeners per set (1.35); Metropolitan Opera, the most men listeners (0.53); and Jack Armstrong the most child listeners per set.

INCREASING its broadcast day by a half-hour, KSRO Santa Rosa, Cal. on Feb. 26 started operations at 6 a.m. instead of 6:30. New broadcast day starts with a program titled *Ranch & Home Hour*, designed to give more complete and comprehensive service to farmers, dairymen and poultrymen in the area. New feature is under direction of Bill Frost.

TWO Mutual-WGN educational programs, *The Human Adventure*, Wednesday 7:30-8 p.m. and *Northwestern University Reviewing Stand*, Sunday 10:30-11 a.m., are presented each week via transcription over the Lawson General Hospital's public address system as a part of the reconditioning program for more than 2,000 overseas casualties.


THERE IS NO CEILING
One thing on which there is no ceiling nowadays is WSGN listener-interest. The steady gains of the past four years go on. . . . Just take a look at these last Hooper findings! . . . .
HOOPER ALL DAY AVERAGE SEPT.-OCT. 1944 AND 1943
STATION | A | B | WSGN
CHANGE | -.6% | -16.4% | +38.5%
That kind of a Hooper rating plus the greatest coverage of any station in the state makes WSGN "Alabama's Best BUY Far."
WSGN
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley Reed Company

ITPICANS

FORMATION of a new society, known as the ITPICANS, designed to improve upon any improvements suggested for radio by their elders, has been announced by Miss Gale (Scoop) Russell, president (center).

Miss Russell is surrounded by her ITPICANS Board of Governors (l to r), ring-around-the-rosy-wise; Judith Lee (Duchess) Glascock; Craig Smith, Jerry Fisher, Mahlon B. (Duke) Glascock and Adeline Roberta Terrell.

Occasion for formation of the society was the first birthday anniversary of Miss Russell, daughter of Frank M. Russell, NBC Washington vice-president. Board members are the children of these WRC Washington dignitaries: Mahlon B. Glascock, commercial manager; Carleton D. Smith, general manager; Donald Fisher, announcer, and Robert Terrell, operations supervisor.

ITPICAN, Miss Russell explained, is a contraction of the term "In the Public Interest, Convenience and Necessity" which, she said, was a popular dinner-table topic in her home.

KFRE News Policy

FALLING in line with other stations nationally, KFRE Fresno, Cal. has started eliminating middle commercials from newscasts, according to Paul Bartlett, station manager. Mr. Bartlett said, "All KFRE news sponsors have enthusiastically endorsed this new policy, which we and they believe to be a real step forward in the presenting of news broadcasts. News programs originated by the network (MBS) will continue as before, pending adoption of a similar policy by the network companies." General adoption of such a policy by the industry has been urged by the *St. Louis Post Dispatch*, owner of KSD. Other stations to join the move are WJR Detroit and WTMJ Milwaukee. KMPC Hollywood effective March 19 will use only live commercials on newscasts with opening announcement limited to a 15-word maximum.

Moley on Blue

RAYMOND MOLEY, newsweek associate and author of the *Newsweek* feature "Perspective", will be heard on the Blue Sunday, 8:15-8:30 p.m. beginning March 11. Program will not be available for sponsorship for the present according to the Blue. Sunday period has been occupied by Dorothy Thompson, who moves over to Mutual for Trimount Clothing Co. beginning March 25.

Five American Programs Lead on Canadian Nets

FIVE AMERICAN network programs led the February national evening program popularity ratings on Canadian networks, according to the latest survey released by Elliott - Haynes Ltd., Toronto. *Charlie McCarthy* led with a popularity rating of 41.6, followed by *Fibber McGee and Molly* with a rating of 38. Third place went to *Radio Theatre*, fourth to *Bing Crosby Music Hall* and fifth to *Bob Hope. Treasure Trail* with a rating of 23.4 was the first Canadian program in popularity. Others of the leading 15 Canadian network shows were in order, *Album of Familiar Music, NHL Hockey* (Canadian origination), *Waltztime, Aldrich Family, Green Hornet* (Canadian origination), *Frank Morgan, L for Lanky* (Canadian origination), *Blind Date*, and *John & Judy* (Canadian origination).

On French programs the leading five evening shows were *Ceux qu'on Aime* with a rating of 34, *Secrets du Dr. Morhanges* with a rating of 33.4, *Le Raillement du Rire, La Course au Tresor* and *Metropole*.

Eighteen American network programs, 14 Canadian English language programs, and 19 Canadian French language programs are listed in the monthly evening time survey.

TBA Committee

FORMATION of an engineering committee of the Television Broadcasters Assn., was announced last week by F. J. Bingley, TBA director and chief television engineer of Philco Radio & Television Corp. Members of the committee are: W. J. Purcell, General Electric Co., Schenectady; Dr. Thomas T. Goldsmith Jr.; Allen B. DuMont Labs., Passaic, N. J.; David B. Smith, Philco; O. B. Hanson, NBC, New York; Robert Shelby, NBC (alternate); E. A. Hayes, Hughes Productions, Los Angeles; George Lewis Federal Telephone & Radio Corp., Newark; Harry Lubcke, Don Lee Broadcasting System, Hollywood; H. L. Blatterman, Earle C. Anthony Inc., Los Angeles.

THE JOHN WANAMAKER organ in the firm's Philadelphia store, was to be featured in a program over WIBG Philadelphia 10:05-10:30 a.m. beginning March 5 (today). Contract was placed direct.

trong Bill Sought o Curb Petrillo

airman Lea Wants Broader easure Than S-63

OBABILITY of further hear- s before the House Committee Interstate & Foreign Commerce provide the basis for legislation prevent interference with free- m of the air was seen last week Rep. Clarence F. Lea (D-Cal.), airman of the Committee. Chair- n Lea told BROADCASTING that timony heard Feb. 22-23 on the ndenberg bill (S-63), passed by Senate, which is confined to adcasting of noncommercial cul- al programs, demonstrates the ed for a broader measure.

Chairman Lea revealed that he s sent out letters to interested anizations for suggestions for ling with the problem precipi- ted by James C. Petrillo's de- nds on broadcasters, insofar as ey concern freedom of communi- tions. He said that Chairman ul A. Porter of the FCC had laid wn broad principles for action in e matter [BROADCASTING, Feb.] and "we feel the necessity for tting more complete facts".

Cites Petrillo Ban

Referring to the Petrillo ban ainst broadcasts of the National sic Camp at Interlochen, Mich., which the Committee heard tes- mony, Chairman Lea said: "In rinciple, it applies to the right to strict communications over the r. That's quite a fundamental rinciple there. The airwaves be- g to the public and no one has right to interfere."

Chairman Lea said the Commit- e may forego its current con- deration of railroad retirement gislation long enough to devote other day to the Vandenberg bill. broader measure would in all obability be worked out in ex- utive session, he said.

Meanwhile, the first major reper- ussion to the royalty system ex- ted by Mr. Petrillo from the re- rding industry developed with e demand by John L. Lewis, pres- ent of the United Mine Workers, r a 10c per ton payment to the MW on all coal produced in the tuminous industry. Like the re- rding agreement, which requires at the fees are to be used for "employment fund", the Lewis roposal provides for a "partici- ting royalty" which would be nti-inflationary" and which eeks only to promote the physical elfare of the miners, thereby in- easing their productivity". The an, Mr. Lewis points out, "would ot violate the Government's sta- ilization policy, or any wage for- ula."

When the recording dispute was efore the WLB the royalty fee ystem was held as not opposed to age stabilization policy.

Latham Joins OWI

JOHN R. LATHAM, vice-president and director of Roy S. Durstine Inc., New York agency, last week joined the OWI Domestic Branch, Washington, as program manager mainly in charge of OPA liaison. Mr. Latham formerly was president of the American Cigarette & Cigar Co., a subsidiary of American Tobacco Co.; in the radio department of Young & Rubicam, and assistant sales manager of Mutual.

Mr. Latham

Many Foreign Language Shows on Air in 1943

DURING LAST year, 146 of the country's 912 radio stations broadcast about 364 foreign language programs a week in some 25 languages, according to a survey by the Common Council of American Unity, as reported by Jacques E. Ferrand, chief of the council's foreign language radio division. The report will appear in an early issue of Interpreter Release, bulletin isued by the council.

The council estimates there were about 1200 hours of foreign language programs on the air per week in 1944, the average having four hours of air time weekly and the time given such broadcasts varying from 15 minutes to 60 hours a week. Polish is the most frequently broadcast language with 64 programs. Others are: Italian, 54 programs; Spanish, 46; German, 22; Greek, 21; Yiddish, 19; Hungarian, 16. "An estimated 95% of the programs are commercial and nearly all are broadcast on local stations", Mr. Ferrand writes. Most of the non-English programs are aired in the daytime, set within a framework of spot announcements.

Official Coast Guard Photo

COVERING amphibious operations at Lingayen Gulf in the Philippines, Chief Specialist Jack Cole, of the Coast Guard, was wounded in the hand by a piece of shrapnel. He was on the production staff of *Vox Pop* before entering the service in 1942. The Philippine invasion is one of a number of Pacific operations Cole has covered as a U. S. Coast Guard correspondent.

QUEBEC PONDERS RADIO AUTHORITY

PROVINCIAL control of broadcasting is envisaged in a bill tabled in the Quebec Parliament at Quebec City Feb. 27. The bill calls for creation of a provincial broadcasting service with expenditures for land, buildings and radio stations limited to $5,000,000. It would be headed by a manager drawing $9,000 annually. Receipts from operation would go to pay salaries, operating costs, interest and amortization of loans with any surplus going to the provincial treasury.

The service would be called *Radio-Quebec* and come under the jurisdiction of the provincial premier. It would prepare programs and engage artists, gather and broadcast news, carry commercial as well as sustaining programs and feed its programs to other stations.

HOOPER RATINGS PUT HOPE FIRST

BOB HOPE heads the list of "first fifteen" programs in the Feb. 28 evening network report released by C. E. Hooper Inc. Fibber McGee & Molly places second followed by Joan Davis with Jack Haley (substitute), Radio Theatre, Charlie McCarthy, Screen Guild Players, Bing Crosby, Walter Winchell, Mr. District Attorney, Jack Benny, Abbott & Costello, Take It or Leave It, Kay Kyser (1st half-hour), Your Hit Parade, Eddie Cantor. Average evening figures are as follows: Rating, 10.5; sets-in-use, 32.8; available audience, 80.1. Radio Theatre has the top sponsor identification index.

Josephy Award

BRONZE STAR Medal has been awarded S/Sgt. Alvin M. Josephy, Marine Corps combat correspondent, who was chief of special events with the Radio Bureau of the OWI and prior to that assistant director of news and special events with WOR-Mutual New York. Now covering the operations on Iwo Jima, Sgt. Josephy received the award for his courageous work at Guam in recording the action there [BROADCASTING, Aug. 14, 1944]. "With complete disregard for his personal safety," the citation states, "he made a recording of the historical significance which when rebroadcast in the United States, vividly brought home the essence of Pacific amphibious warfare."

WHBC Names Hershey

RETIREMENT of Felix Hinkle, manager of WHBC Canton, O. and appointment of William I. Hershey, of the executive offices of Brush Moore Newspapers Inc., Canton, as temporary manager were announced by the station last week. Mr. Hinkle was formerly business manager of the Canton *Daily News* until its suspension in 1930. Members of the WHBC staff tendered a farewell dinner in Mr. Hinkle's honor at the Hotel Onesto.

TOM LALLEY, formerly account executive and copy chief of Doremus & Co. and previously in a similar capacity with Weiss & Geller, has joined the Blue Network as sales promotion manager.

NAB Board

(*Continued from page 15*)

such matters should be left to the judgment of individual station management. In any event, it was concluded that the code itself requires membership, rather than board action and that nothing concrete in the way of industry-wide sentiment can be tapped until there is another annual meeting possibly 18 months hence.

The board heard a report from Hugh Feltis, president of the Broadcast Measurement Bureau, on the current campaign to enroll stations in the project. An average of about 80% of stations represented at NAB district meetings thus far held has signed contracts, with the aggregate in the neighborhood of 300. Mr. Feltis had resigned from the board by virtue of his resignation as general manager of KFAB Lincoln to accept the BMB post. J. Leonard Reinsch, WSB Atlanta, was elected his successor by the board as a director-at-large for large stations.

Progress Reports

Following a report from Mr. Davis on labor relations, the board recommended expansion of labor activities, particularly in the light of postwar employment prospects. The labor executive committee has scheduled a meeting in New York for March 6-7 to pursue Mr. Davis' recommendations.

The board heard progress reports on legislation and the Petrillo platter-turner issue, among others. It adopted a resolution proposed by the public relations committee commending the Assn. of Women Directors of NAB and Mrs. Dorothy Lewis, NAB coordinator of listener activity, on its work and more particularly its campaign entitled "Women of the United Nations". This campaign was launched Feb. 17 at a conference and luncheon in New York attended by representatives of many nations and including Mrs. Franklin D. Roosevelt.

All members of the board were present except for William B. Way, KVOO Tulsa, who had a previous commitment. Those present were Mr. Morency; Mr. Hager, Roy F. Thompson, WFBG Altoona; Mr. Arnoux; John C. Bell, WBRC Birmingham; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island, Ill.; Mr. Gillin; E. L. Hayek, KATE Albert Lea, Minn.; Hugh A. L. Halff, WOAI San Antonio; Hugh B. Terry, KLZ Denver; Arthur Westlund, KRE Berkeley, Cal.; William B. Ryan, KFI Los Angeles; J. O. Maland, WHO Des Moines; T. A. M. Craven, WOL Washington, D. C.; Mr. Elias; Dietrich Dirks, KTRI Sioux City; Frank King, WMBR Jacksonville; Frank Stanton, CBS New York; Mr. Russell; Harry R. Spence, KXRO Aberdeen, Wash.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

FCC Allocation Hearing

(Continued from page 13)

evidence be submitted. Mr. Price of AT&T, complained of the lack of certainty as to the number of frequencies which would be assigned and requested a "reasonable" number for common carrier service exclusively. He also asked if the company's three existing radio services must be moved that five years be given for the adjustment. Others scheduled on the subject declined to testify.

Also testifying on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Mr. Pratt suggested higher frequency ranges (above 1000 mc) for obstacle detection for ships at sea. Frank Dunbar Jr., appearing for the Lorain County Radio Corp. which operates a ship service on the Great Lakes, specified that the bands assigned be adjacent and that they be moved up slightly from the 30-40 mc range to 40-44 mc.

Smythe Describes Production of FM

Dallas W. Smythe, chief of the Economics Division, FCC Accounting Dept., opening the FM phase of the argument, testified that in a survey of 101 manufacturing plants conducted by the Commission, it was learned that 395,755 FM units have been made in this country. Of that number 365,648 were combination FM-AM receivers, 13,388 were exclusively FM and 16,719 were FM adaptors.

He estimated total retail value of the 395,755 sets at $76,083,063, divided as follows: Combination sets, $71,908,878; FM exclusively, $3,366,981; FM adaptors, $807,204. Mr. Smythe cited figures submitted by the Philco Corp., Philadelphia, which he said manufactured 46% of the total combined FM-AM sets. Philco estimated the aggregate retail value of the 171,994 units sold at $19,791,812.

Of those sets, however, Philco estimated that the retail value of the FM band in combination sets averaged $12.50 per set, making the overall public investment in Philco sets $2,149,925. Arbitrarily doubling that figure for the remainder, Mr. Smythe arrived at the figure of $4,841,350, for an aggregate of $6,991,275 for the FM units in combination sets. Including exclusive FM sets and adaptors, the total public investment in FM is $11,165,460, Mr. Smythe estimated. In an alternative computation, based on Philco's estimate of $12.50 for unit in combination sets and $48.28 per unit in all others, Mr. Smythe submitted the estimated public investment of $15,675,725.

As for depreciation, under the first method of estimation, the depreciated retail value in 1945 attributable to FM would be: 5-year life, $4,466,184; 7-year life, $6,375,477; 10-year life, $7,815,823. Depreciated retail value in 1947 (on the assumption that it will be two years before FM gets into mass production): 5-year life, scrap value only; 7-year life, $3,182,156; 10-year life, $5,582,731.

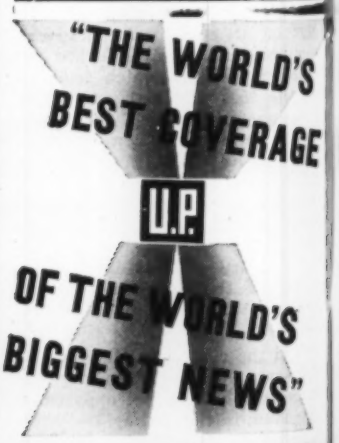
Under the alternative method of computation Mr. Smythe listed depreciated values as follows: 1945—5-year life, $6,269,490; 7-year life, $8,949,696; 10-year life, $10,971,608; 1947—5-year life, scrap value only; 7-year life, $4,467,012; 10-year life $7,836,863.

FM Stations Licensed By FCC Reviewed

Mr. Smythe estimated that the original cost of total technical broadcast property involving FM was $1,923,337 and the depreciated value, $1,334,756. His estimates were based on financial reports to the Commission for 48 licensees and construction permit holders as of Dec. 31, 1943, which gave an average cost per station of $40,070.

Investments by power were given as follows: 1 kw or less, $357,081

DISCUSSING FM allocations was this trio of RTPB Panel 5 executives at the FCC oral argument last Wednesday. Conferees are (l to r): W. R. David of General Electric, vice-chairman of Panel 5 and chairman of the transmitter committee; Dr. Ray H. Manson, vice-president of Stromberg-Carlson Co., chairman of the Panel 5 receiver committee; C. M. Jansky Jr., Washington consulting engineer, chairman of Panel 5. All three testified in favor of retaining FM in its present band.



esaurus' new versatile far-from-the-y-slickers: left to right: Al Azarro, cordionist, comedian; Loppy Bryant, s fiddler, emcee; Slim Bryant, guitar-, comedian and handy man; and Ken cton, fiddler, tenor soloist, comedian.

Fenced in? Far from it— they're now a feature of *Thesaurus*

■ It's a pleasure to announce that **Slim Bryant and his Wildcats** are now available to NBC Thesaurus subscribers for local sponsorship.

Slim and his gang are specialists in every field of cowboy and hillbilly entertainment—ballads of the old Wild West, hoe-downs, novelties, square dances, close harmony, popular songs, originals and comedy skits. Not only specialists, but they're skilled entertainers—and they're good. People take them to heart—respond to their warmth, sincerity and whimsy.

In the past five years in which they have ranked as a top presentation on America's pioneer station *KDKA*, Pittsburgh—won friends by the thousands in *KDKA's* broadcast area—they have fulfilled demands for 800 personal appearances, regretfully declined many more.

Slim and his likable colleagues are available now on Thesaurus to fill a wide variety of sponsorship requirements. Soon they will be featured in a well-tailored script series designed to lend favorable and distinctive product or institutional identity.

The versatile entertainment of **Slim Bryant and his Wildcats** is another step in the NBC Thesaurus new five-point plan for more well-rounded programs . . . a service *especially designed for radio*, music *exclusive* to the subscriber . . . enough selections by every performer to make programming worth-while . . . plus "*network quality.*"

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Reach the ACTIVE SALT LAKE MARKET

Utah has one of the highest per capita ratings as a radio listening market.

•

National Representative
JOHN BLAIR & CO.

for 18 stations; 1.1/3 kw, $288,781 for 12 stations; 10 kw, $546,827 for 11 stations; 10.1 kw and over, $730,-648 for 7 stations.

C. M. Braum, chief of the Non-standard Broadcast Application Section, Broadcast Division, FCC Engineering Dept., testified that as of Feb. 20, 1945, there were 46 FM stations licensed, seven for which construction permits are outstanding, and two of the seven under active construction. Considering 48 stations, he said four are operating under wartime experimental or developmental licenses, leaving 44 whose requirements and coverage have been determined.

Of the 44 stations, 33 have installed full transmitter power and two have installed the antenna system authorized. Only 10 FM stations have completed full construction and testing, he added, while 32 of the stations are authorized on a wartime basis to operate without their regular transmitter power or with temporary antenna systems or both; six other stations are complete except for minor items.

Should FM be moved upward, he said, one licensee of a 50-kw station estimated the transition cost would be from $20,000-$25,000 or about one-third of the list price of the transmitter, which cost $67,-000. Using the one-third as a factor, Mr. Braum estimated the aggregate cost to broadcasters of modifying transmitters would be around $300,000. He didn't hazard a guess as to cost of changing antennas, since little information was available.

Borden Replacement

BORDEN Co.'s replacement for the *Ed Wynn Show*, on the Blue features Jerry Wayne, singer, with Jeff Alexander's orchestra and chorus and guest stars, Jane Froman to appear on the second of the series. Program shifts from Monday 9-9:30 p.m. to Sunday 8:30-9 p.m. beginning March 25. Producer is Bob Weenolsen, and Dan Seymour, announcer. Agency is Young & Rubicam, New York.

Jett Asks Estimates Of Potential Losses

Commissioner Jett asked that witnesses supply estimates of the potential losses if transmitters are modified. Chairman Porter suggested that industry witnesses "bear in mind Mr. Jett's suggestion." He made it plain the Commission wants all the facts possible to guide it in its decision.

Mr. Jansky told the Commission that on Tuesday Panel 5 met in Washington and voted 21-1 to reaffirm its original stand at the hearings last fall and to support the brief submitted by the chairman and vice-chairman of Panel 5 [BROADCASTING, Feb. 26]. Dr. T. T. Goldsmith, representing the Allen B. DuMont Labs., he said, cast the only dissenting vote, while five members did not vote.

He submitted a memorandum by Maj. Armstrong, Dr. H. H. Beverage of RCA Labs. and Dr. Charles R. Burrows, based on propagation studies conducted by the three in collaboration with Dr. G. W. Pick-ard, Dr. H. T. Stetson and Stuart Bailey. Challenging conclusions by Dr. Norton, submitted in the closing days of the fall hearings, Mr. Jansky said:

"The basic data available to Mr. Norton—and it was available also to our members—does not justify such wide conclusions as he has drawn. . . . The most important issue is one dealing with propagation. Men can overcome whatever temporary obstacles may exist . . That memorandum concludes that the evidence on which you based your opinion was unsound."

Mr. Jansky admonished the Commission they must "believe Norton and the errors he has made" or "Dellinger, Beverage and Armstrong". Questioned by Mr. Denny as to quantitative data showing interference in the maximum sunspot cycle, Mr. Janksy said such data means little at 50 mc unless in contrast equally quantitative data is available in other frequencies.

Manson Says Costs Based on Moving Band

Dr. Ray H. Manson, vice-president of the Stromberg-Carlson Co. and chairman of the Panel 5 receiver committee, testified that his committee, composed of manufacturers, agreed that receivers could be built for the 84-102 mc band, but such a change "imposes important technical difficulties, such as receiver drift and the attainment of the requisite sensitivity and selectivity, which will have a bearing upon the quality of service to be rendered to the public."

The committee agreed also that at least six months additional engineering time will be required to prepare for receivers at 84-102 mc, that the increased cost involved to the consumer would range from $4-$32 per set, with the majority opinion tending toward $32.

Adequate filed testing and design revisions for the 84-102 mc band would entail an additional three months. The committee recommended that a firm allocation commitment be made by the FCC so "unnecessary delay and increased cost to the public can be avoided".

Dr. Manson testified that the

PITTSBURGH ADVERTISERS KNOW THE LOCAL SCORE

That's why it means something that 7 of Pittsburgh's 8 leading department stores used KQV last year.

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

TLL BE RUINED if FM moves
," Leonard L. Asch (1), presi-
nt of the Capitol Broadcasting
o., Schenectady, licensee of the
ation's only independent FM sta-
on, WBCA, told Dr. W. R. G.
aker of General Electric Co. and
hairman of the Radio Technical
lanning Board, during a recess at
he allocation oral argument be-
re the FCC last week. Mr. Asch
estified that if FM is moved up,
is business would be a "washout".
He operates the country's only FM
tation in competition with AM.

---

ncreased cost estimate was based
olely on moving the FM band and
ot on other factors.

W. R. David of GE, chairman
f the transmitter committee, said
is group, meeting Feb. 24 in New
ork, agreed that transmitters
ould be built for 78-102 mc opera-
ion, but the change imposes "very
mportant technical difficulties par-
icularly in the matter of high fre-
uency tubes, transmitter circuits,
ntennas and transmission lines".

Considerable engineering time
ill be required, up to six months
r lower powers and 1-3 years for
igher powers, he said. It was the
pinion of a majority of his com-
ittee that transmitters for the
igher frequency band will cost
ore, particularly the higher power
atings, he added.

Mr. David submitted a letter
rom the Radio Manufacturers
Assn. transmitter tube engineer-
ng committee on tube availability
s follows: All tubes, 250 w-50 kw
ower level available for FM in the
band 42-50 mc; tubes of 250 and 1,000 w available in the 84-102 mc band, but those of 3 kw power level and higher would not be available for periods ranging from 6 months to 2 years.

Maj. Armstrong submitted correspondence kept by an amateur broadcaster in Phoenix, Ariz., who reported receiving F2 layer reception durng the maximum of the last sunspot cycle, dating from October 1936 to March 1938. He heard Maj. Armstrong's station, once picked up the NBC television sound channel, picked up stations in South America and a few others, but the NBC sound channel, operating on 49.75 mc, was the only one above 43 mc which he received.

On the other hand another station, five miles away and equipped with better facilties than the Phoenix station, experienced none of the F2 layer transmission, Maj. Armstrong explained.

Sunspot Interference Called Unpredictable

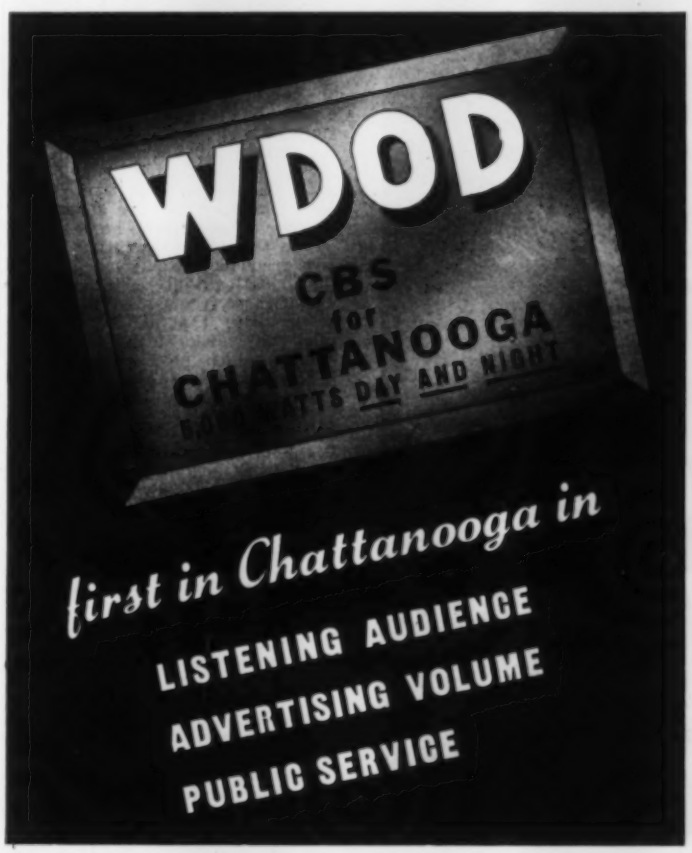
Maj. Armstrong told the Commission that if FM moves up, as proposed by the FCC, it would be delayed at least a year. To offset any ideas that he might be interested financially in keeping FM in its present locataion, the inventor told the Commission that if it retains FM in its present band, he will turn over all his royalties for one year to a board to be appointed, the money to be expended as the board sees fit.

He asserted "we can't predict sunspot interference" and drew a comparison between "actual experience' and "theory", declaring that the Commission should base its conclusions on "the years of experience of those in the FM field" rather than theory. Maj. Armstrong said he wasn't worried as to the ability of the manufacturing industry to expand with FM. As the art progresses new designs will be created and the transmitter and receiver manufacturers will keep pace. He pointed out that it would be some time before a maximum number of transmitters could be in operation and by that time the receiver manufacturers would be ready to expand.

Maj. Armstrong questioned Dr. Norton's calculations, saying his predictions based on frequencies twice as high as those on which standards were made and the recommendatiaons of those "who have had actual experience" were so different "it seems something must be left out . . . some errors were made".

The Commission's staff was confused in two places and "misunderstood testimony of three witnesses," said the inventor. He listed the three main sources of interference as F2 layer, Sporadic E and Tropospheric. He dwelt at length on F2 layer, explained its characteristics and told the Commission that during the last sunspot peak amateurs operating on 56-58 mc attempted to establish coast-to-coast transmission on F2 layer, but didn't succeed. He concluded that "Norton's predictions were based on assumptions, not facts".

"I think our vast experience dur-



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ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
The FARM MACHINERY Capital

Case Tractor, manufactured in TRI-CITIES

FARM MACHINERY will be the biggest item in farmers' postwar expenditures, recent government surveys show. There is already a 2 to 3 BILLION dollar backlog of demand for new farm machinery . . . an average of $400 per farm. Translated in terms of TRI-CITIES, this means more postwar jobs . . . larger payrolls . . . more goods bought and sold . . . opportunities for advertisers!

Let popular WHBF capture this prosperous urban market of 200,000 for YOUR product. Write for details.

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

ing the sunspot cycle and Dr. Dellinger's predictions which I'm sure were based on the hop, probably will be our best guide through the next sunspot cycle".

Maj. Armstrong discussed Sporadic E, disagreed with some of Dr. Norton's conclusions and touched briefly on the tropospheric wave. He offered the following proposed allocations in the band 44-108 mc; amateurs 44-48 mc; FM 48-66 mc; first television channel 69-75 mc; five television channels 78-108 mc.

He would leave the two 3-mc bands unassigned, the space ultimately either going to FM or television, depending on which service demonstrates the greater need. He suggested it could go to television by moving the No. 1 band down to 66 mc or it could go to FM. Maj. Armstrong suggested that a temporary deviation from his arrangement could be adopted pending adjustments in all the services.

Cyrus T. Read, director of sales engineering of Hallicrafters Co., Chicago, concluded the first day's testimony by supporting the proposed allocations. He estimated the cost of converting present-day FM sets to higher frequencies would be $10-$15.

Thursday's session opened with Commissioner Walker acting chairman in the brief absence of Chairman Porter, who was called to appear before the Senate Appropriations Committee. John Shepard 3d, chairman of the board and general manager of the Yankee Network, recommended that FM be allocated either 44-62 mc or 46-64 mc and that high-powered stations be assigned to the upper portion of the band.

He listed these three factors leading to Yankee's opposition to the FCC proposals: (1) delay in providing FM service; (2) loss of incentive by pioneer FM broadcasters; (3) obsolescence of receiving sets and loss of investment made by broadcasters to date.

Mr. Shepard said information from transmitter manufacturers indicated it would take from two to three years before a transmitter of 25-50 kw could be delivered complete. Therefore, a period of three to four years would elapse before full production of FM receivers could be attained. He estimated the average life of receivers now on hand to be seven years, basing his assumption on Dept. of Commerce statistics.

"I am convinced that FM reception by the great majority of the public would be delayed for approximately five years based on the facts I have just outlined," said Mr. Shepard. "This would be in addition to the delays which FM has already encountered, due in part to unavoidable circumstances.

Fears FM Will Be Adversely Affected

"Our conclusion, therefore, is that, if the assignments proposed by the Commission are put into effect, FM as a broadcasting service will be put back to where it was in 1936; and it will be very sick for a period of many years, probably on its death bed." Mr. Shepard cited statistics gathered by Ernst & Ernst, New York, showing that 373,675 FM receivers were manufactured at an aggregate cost to the public of $68,188,619. [The Ernst & Ernst survey was not as extensive as that conducted by the FCC and introduced on Wednesday].

Mr. Shepard made these recommendations: (1) That FM be assigned to the lower part of the 44-108 mc band; (2) that present operators be given permanent new assignments immediately; (3) that the matter of operating on both the old or the new frequency be left to the discretion of the licensee until such time as there are a sufficient number of sets in the hands of the public to justify operation on the new frequency exclusively or until the educational interest requires the use of these frequencies in any given locality; that the Commission take cognizance of the millions of dolalrs which have been invested in the development of an FM broadcasting system.

On the basis of another survey Mr. Shepard said the total FM investment on the part of broadcasters is $5,961,872, of which he placed the cost of transmitters, transmission lines and antenna at $1,431,642. Under cross-examination by Commissioner Jett, Mr. Shepard said if from an engineering standpoint the Commission finds FM should be located above 50 mc and that such a move would "improve it rightly", he would agree that FM should be moved. He agreed with Mr. Jett that economics should not outweigh engineering factors but added that economics should be considered along with other phases.

Commissioner Jett said it was his understanding that 50 kw FM equipment has been developed and is ready to start the minute freezes are lifted, though he added it might take two or three years to produce the equipment.

AT BLUE Network's television kickoff Feb. 25 at General Electric's video station, WRGB Schenectady, Mark Woods, (l) president of the American Broadcasting Co., and Robert Peare (r), vice-president of GE in charge of advertising, flank Johnny Olson, m.c. of the *Ladies Be Seated* telecast.

Mr. Shepard, under cross-examination by Mr. Denny, said the FMBI brief which opposed the Commission's proposals was concurred in by the six members who signed it. They were, besides Mr. Shepard, Theodore Streibert, Cecil D. Mastin, C. M. Jansky Jr., J. E. Brown, comprising a committee on brief and oral argument, and Walter J. Damm, FMBI president. He added that the FMBI was not unanimous in its views.

Craven Supports FM Move Upward

T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Commissioner, said Cowles would stand on its brief supporting the Commission's allocations. He expressed the view that F2 layer and Sporadic E interference would be such that FM in the 42-44 mc portion could not perform a good service.

Comdr. Craven said "The people on FM made no quantitative study" of skywave interference. He agreed with the views of Drs. Wheeler and Norton whom he lauded as two of the foremost propagation experts in the field and told the Commission, "I see no reason whatsoever in doubting their judgment".

Supporting his contention that FM should be moved upward, the veteran engineer said the FCC must protect the outer regions of service areas to afford service to those living outside of cities. "I think it's the duty of the Commission to take

Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION WGAN PORTLAND MAINE

National Sales Representatives: PAUL RAYMER COMPANY

y step whatsoever to protect serv-
e in all areas," declared Comdr.
raven. On the predicted delay, if
M is moved up, the Cowles execu-
ve said he thought manufacturers
re ready now to turn out 50 kw
quipment for the higher frequen-
es. "If we manufacture with the
eed of war, it won't take very
ng," he said. "If television trans-
ission in sound can be produced
the 108-mc band, so can FM.
here's no mystery about it. . . .
've been impressed that the at-
itude of industry is negative. If
ndustry took that attitude in war
e wouldn't get anywhere. We
ust take positive attitude."

Comdr. Craven said he thought
o-channel interference was more
mportant than shadows or tropo-
pheric interference. He urged the
Commission to think in interna-
ional terms in allocating and
ointed out that if skywave inter-
erence follows Dr. Wheeler's fore-
ast at the next sunspot cycle peak,
M should not be allocated in the
0-mc region because there would
e untold interference not only from
tations in this country but other
ountries. He called on the Commis-
ion to "give paramount weight to
echnical data" and consider all
ther factors as secondary. "I think
's in the interest of the future of
M for the Commission to consider
o-channel interference," he as-
erted. "I have recommended and
recommend again that the Com-
ission's proposal be adopted."

Crosley Ready to Build Sets for Higher Frequencies

John D. Reid, manager of re-
earch, Crosley Corp, Cincinnati,
estifying on cost of building new
eceivers, said Crosley plans to turn
ut an FM set for higher frequen-
ies which would cost the consumer
n additional $3 or $4. Mr. Reid
aid the biggest factor in redesign-
ng would be expansion of the band
ather than position in the spec-
rum.

Mr. Reid declared that Crosley
eels the FCC proposed allocations
re sound and it is desirable to shift
he FM band to 84-102 mc.

C. R. Miner, design engineer, re-
eiving division, electronics depart-
ent, GE, said the majority of
anufacturers believed that the
ost to consumers for the higher
requency sets would range from
15 to $30 more than at 40 mc. He
aid the cost of expanding the band
ould not be appreciable but listed
he increase as due principally to a

Jolliffe Is Elected V-P In Charge of RCA Labs.

DR. C. B. JOLLIFFE, chief engineer of the RCA Victor Division, was elected vice-president of RCA in charge of RCA Labs., Brig. Gen. David Sarnoff, president, announced Friday following a meeting of the board of directors. Dr. Jolliffe will succeed Otto S. Schairer, who was elected staff vice-president of RCA. Mr. Schairer will be consultant and advisor on matters pertaining to research, development, patents, trademarks and license.

Dr. Jolliffe

The board authorized Ewen C. Anderson, commercial manager of RCA Labs., to execute license agreements under domestic patent rights and to coordinate the commercial activities of RCA Labs. with those of the RCA Victor Division.

change in the operating frequency. GE estimates its cost of manufacturing sets in the higher frequencies would be $24-$30 more per unit to the consumer. He said the increased cost was due mainly to the use of expensive materials and declared "it will be everybody's endeavor to pull cost down in the future". He said GE estimates were based on receivers sold in 1940 for $69.95.

Lodge Describes Interference Factors

William B. Lodge, CBS director of general engineering, said he had studied Dr. Norton's testimony and failed to find any discrepancies. He referred to an article he wrote for BROADCASTING, Aug. 14, 1944, as setting forth his views and asserted that he had not changed his opinion. He said some of the apparent discrepancies in propagation opinions were caused by "different objectives."

He said Dr. Norton was a highly qualified expert in the field of propagation and that he agreed with Dr. Norton that long-distance interference in frequencies below 50 mc made it necessary to move FM to higher frequencies if a general service is to be provided. Mr. Lodge doubted there would be any delay in broadcasting with power up to 10 kw and declared that when a broadcaster goes to a manufacturer with a definite order "he can generally get a better delivery date than he reports to committees."

Frank Marx, technical advisor, engineering department, American Broadcasting Co. (Blue) restated the Blue's position as set forth in its brief, that the network believes the Commission's proposal should be adopted.

Leonard L. Asch, president of the Capitol Broadcasting Co., license of WBCA Schenectady, only independent FM station in the country, opposed the allocation move on the grounds that it likely would force his organization out of business. He said WBCA has been on the air commercially since July 17, 1941, operating 16 hours daily, and although gross time sales have been $35,000 the company has operated at a loss of $70,000. Nevertheless his firm believes the investment was good, inasmuch as it looks forward to wide service in the present band.

Mr. Asch attempted to insert in the record a letter from a listener threatening complaint to Congress if the Commission moves the FM band but Chairman Porter, who arrived shortly before noon recess, overruled the letter as irrelevant. Mr. Asch also attempted to insert in the record a telegram from CBS which he said refused him network service because his was an FM station but the Chairman also refused to admit it on the grounds that it had nothing to do with allocations.

Dr. Manson, recalled to the stand, said he did not believe the Commission should decide allocations on the problem of receivers. "All other factors being equal, however," he said, "the Commission should consider receivers in the hands of the public." He said that while it would cost more to manufacture sets for higher frequencies he had no doubt that all manufacturers would build receivers regardless of where the FM band is finally located.

"At the present moment postwar is out," he said. "We are fighting a war and everything else is secondary. When we get engineers we can make the sets. Cost is no object. We must get results, but we must make sets that the public can buy." He said WHFM, the Stromberg-Carlson FM station in Rochester, N. Y. had received no reports of interference.

David B. Smith, director of research, Philco Corp., said that Phil-

Hon. Otto Goes
O'Neil, Larson & McMahon
Chicago, Illinois.

Dear Otto:
Folks around here are sure goin' wacky! Not the way wacky's usually meant . . . but Uncle Sam's WAC-y. Seems the Army needs a lot of gals for Medical technicians . . . well, the boys got together with the Governor and with the Recruiting office and set up a real drive. We even made extra transcriptions and sent them around to other stations in the state. Yessir, our boys are really goin' out after the girls . . . to get them to join the WAC's, of course! How've you been anyhow, Otto? Haven't seen a letter from you on anyone's desk lately! Well,

take care of yourself—drop us a line when you get a chance. If there's anything we can do for you—like placing any business—just let us know.

Yrs,
Algy

WCHS
Charleston, W. Va.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

co, largest manufacturer of FM receivers for the home, is in agreement in general with the Commission's proposals for FM and television. Considering the magnitude of the problem, he testified, the Commission has done "a splendid overall job" in reconciling the claims of the various services.

Mr. Smith supported the Commission's predictions that the present band would cause interference which he said "would seriously impair the value of FM broadcasting and reception." He said the primary purpose of FM "would be defeated if any substantial amount of interference develops due to vagaries in transmission."

He testified that a shift to the proposed FM band would not impair the usefulness of the 170,000 combination sets sold by Philco for standard broadcast and shortwave reception although it "will have the effect of obsoleting the FM band of most FM sets now in the hands of the public."

He estimated a shift of frequencies from 50 mc to the region of 90 mc will add from $2.50 to $5 to the list price of receivers and a similar increase in cost if the band width is increased from 90 to 150 channels. With experience the cost differential will tend to disappear, he added.

He asserted that "if it is necessary to pay a bit more in the form of increased receiver cost for the higher frequencies in order to obtain interference-free service, then the cost should be incurred. On the other hand, the shift should not be made unless it seems that there will be substantial interference in the lower frequencies where FM now is."

Daniel E. Noble, appearing as an engineer interested in the FCC proposals, said that if the FM engineer "would sit tight for a while, the television engineer would solve his problems for him." Supporting the 84-102 mc recommendation, he testified that a poll he conducted among engineers showed a substantial majority favoring the higher band.

Engineers Testify on Interference Studies

Archer Taylor, representative of the Paul Godley Co., Montclair, N. J., consulting engineer, submitted data based on studies he conducted while at the Bureau of Standards which supported the contention regarding interference in the present band.

Ralph J. Renton, chief, Equipment & Projects Section, Field Division, FCC Engineering Dept., testified regarding field strength surveys made near Louisville, Ky., over different terrain at both 45½ and 91 mc which, he said, demonstrated that shadows over this area do not appear to be noticeably different at either frequency.

E. W. Allen Jr., chief, Technical Analysis Section, Technical Information Service, FCC Engineering Dept., testified regarding correction factors applied to Mr. Renton's surveys for making the data applicable to a broadcast service and for comparing the data with the distance ranges predicted by the signal range curves of the FCC standards of good engineering. Mr. Allen supported Mr. Renton's interpretations.

Dr. Norton gave a resume of his studies on propagation characteristics which provided the basis for his determination that excessive interference would develop in the present FM band and that there would be relatively low interference in the 84-102 mc band. Since these studies were carried on in conjunction with military operations, Chairman Porter ruled that in the interest of security a closed session would be held at which technical witnesses would be permitted to cross-examine Dr. Norton.

Sees Increase in Primary Service Area

Dr. Norton said the studies made by Mr. Renton and Mr. Allen further substantiated his conclusion that FM will have larger primary service areas at the higher frequencies. He pointed out that if shadows were relatively more important at the higher band this would have been encountered in Mr. Renton's analysis. He noted also that the expected increase in primary service area will be realized even if the protected contours are kept the same as in the present standards applicable to the present band.

He asserted that if the Commis-

WHLN Joins MBS

WHLN Harlan, Kentucky, 250 w on 1560 kc, starts operation as a Mutual outlet March 19. Affiliation was announced last October as the sixth Kentucky station for Mutual. Network now has 253 affiliates.

$1,000 CHECK for prizes in WWDC Washington's bowling tournament is handed to Arville Ebersole, chairman of the National Bowling Congress, by Tony Wakeman on whose *All Sports Parade* program results will be given. The contest gets under way March 1 in 31 Washington duckpin establishments. Ten percent of the grand prize pool will go to the Bowlers Victory Legion to buy sports and recreational equipment for servicemen overseas.

WHAM

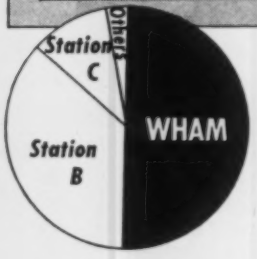
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—NOVEMBER 30

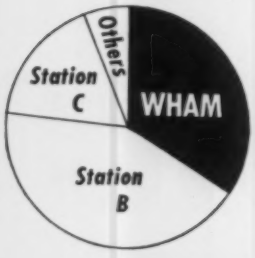
TECHNIQUE · TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

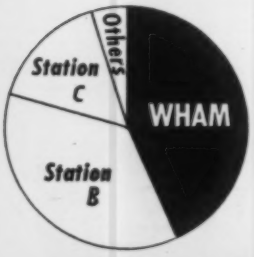
WHAM	50.1%
Station B	36.2%
Station C	9.9%
Others	3.8%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	33.7%
Station B	43.0%
Station C	17.2%
Others	6.1%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	43.0%
Station B	37.1%
Station C	15.2%
Others	4.7%

Plus Coverage of all of Western New York

50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

COLUMBIA AFFILIATE

Serving New England's

3RD LARGEST

CONCENTRATED RADIO AUDIENCE

WLAW

LAWRENCE, MASS.
5000 WATTS · 680 K C

National Representatives:
WEED & COMPANY

INFORMED SPONSORS ARE BUYING

KFNF

"The Friendly Farmer Station"

SHENANDOAH, IOWA

1000 w. 920 k.c.

Frank Stubbs, Mgr.

ion recognizes that the external noise is considerably lower in the higher band and undertakes to project a lower field intensity contour from interference, the primary service areas of stations in the new band "will be very much larger than in the old band and it will be possible to supply a very much larger rural audience a truly interference free broadcast service."

He testified his conclusions regarding greater range of FM stations in the higher band were based partly on extensive tests in which he participated and further tests since he has been with the War Dept. He said that in connection with his earlier tests he drove over hundreds of miles of roads in the eastern part of the country, simultaneously observing field intensities of FM signals and listening to the signal to noise ratio in level, hilly and mountainous terrain. It was during this study, he said, that I came to realize that this proposed new broadcast facility would make possible for the first time a really fine, interference free broadcast service to the American public."

Subscription Radio Asks Channels

Later, he said, after digesting Dr. Wheeler's data on sporadic E skywave field intensities he realized that this interference would substantially reduce the service areas of stations in the present band "for what I consider to be significantly large percentages of the time and that this sporadic E layer interference alone would produce a degradation in the new FM service comparable in some respects to the interference problem we now have in the standard broadcast band."

Commissioner Jett said for the record that Dr. Norton is probably the world's outstanding expert on wave propagation. Chairman Porter commented that the statement, coming from the only technical member on the Commission, merited considerable importance.

Joseph L. Weiner, appearing for Subscription Radio Inc., urged the Commission to provide as many FM channels as possible "so there won't be so many objections" to his proposed service. He presented results of a survey conducted, which, he said, indicated the majority of those questioned are willing to pay for subscriber radio.

He challenged the NAB's brief, which did not object to subscriber radio but recommended that it be treated as a multiple-address service and be allocated in the band elsewhere than channels reserved for broadcasting services. The expected opposition from the NAB did not materialize but the suggestion in its brief is more damaging," he said.

Mr. Weiner challenged the CBS brief which opposed subscription radio as not in accordance with broadcasting as specified in the Communications Act, and asserted that the people want interference-free radio and "interference-free from advertising". He said under the present system of broadcasting the listener has no choice whether he prefers to "listen to advertising matter" or "pay in another way" for his entertainment.

Questioned by Chairman Porter as to whether rivalry would be permitted in the same areas, Mr. Weiner said he believed interest in subscription radio would lie in new fields rather than competition in established fields.

Dr. R. R. Lowdermilk of the U. S. Office of Education, said his department could take no position in allocations, but left it entirely to the FCC. Confusion among educational broadcasters resulted, he explained, from "educators seeing two groups of people in whom they have confidence, in disagreement." Some schools recommended that FM remain where it is and others supported the FCC proposal, he said, but the majority opinion was advanced in a possible compromise.

David B. Smith, appearing as chairman of RTPB Panel 6, endorsed the Commission's proposals. Then he assumed the role of director of research, speaking for Philco Corp. Again he endorsed the proposals on behalf of his company and said Philco feels that the proposed 12 channels below 300 mc will provide for several hundred stations, while proposed allocation of experimental frequencies above 400 mc will make possible developmental work in that region. Mr. Smith added, however, some years would be required to develop television at the higher frequencies. He expressed the belief that television in the upper frequencies would supplement that of the lower area and

Be Seated

THERE'S a return to normalcy in one respect at the FCC. For the first time since 1939, the unwritten "stand up" rule enforced by former Chairman James Lawrence Fly is out of vogue. When Mr. Fly assumed the chairmanship, he required all present to remain standing until the Commission membership filed in. Then he rapped the gavel. At the oral arguments on allocations which began last Wednesday, Chairman Paul A. Porter presided at his first public hearing. He eschewed the "stand up" practice. He doesn't require it of the Commission staff at meetings either. He also permits smoking by the staff at Commission meetings.

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

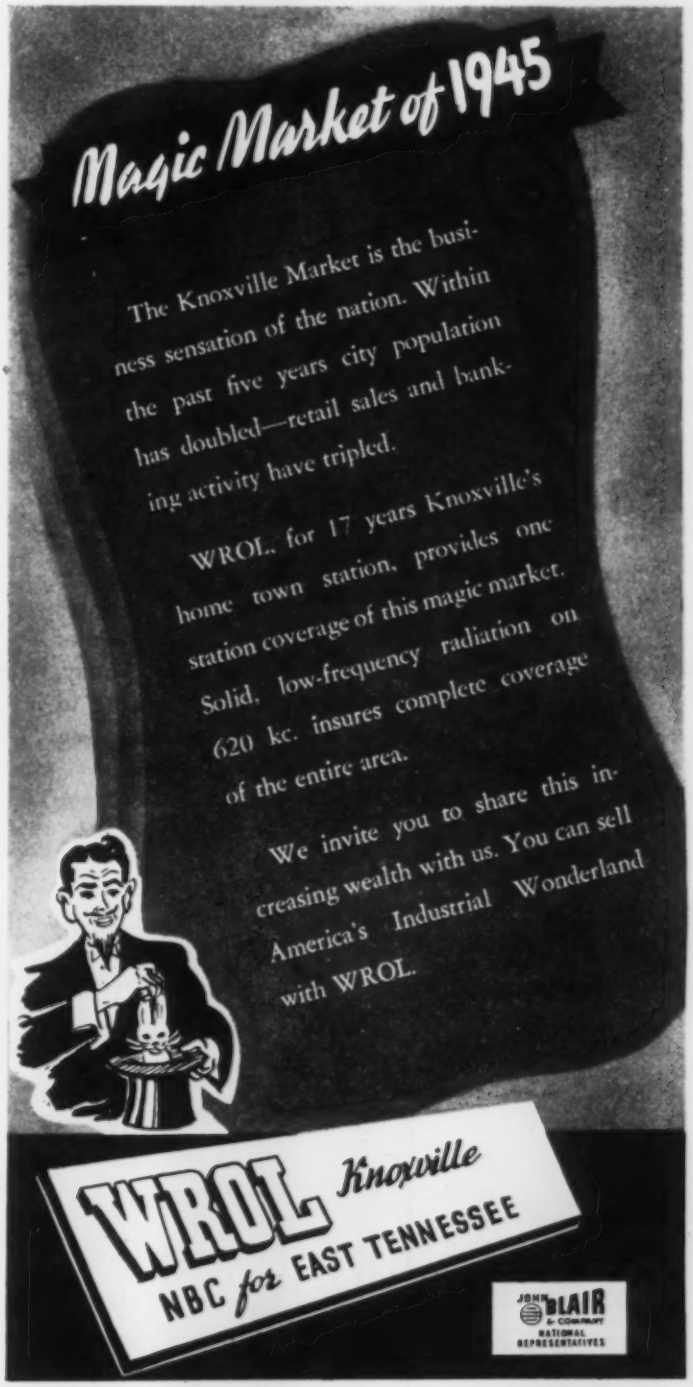
JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc., Natl. Rep.

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION


Magic Market of 1945
The Knoxville Market is the business sensation of the nation. Within the past five years city population has doubled—retail sales and banking activity have tripled.
WROL, for 17 years Knoxville's home town station, provides one station coverage of this magic market. Solid, low-frequency radiation on 620 kc. insures complete coverage of the entire area.
We invite you to share this increasing wealth with us. You can sell America's Industrial Wonderland with WROL.
WROL Knoxville
NBC for EAST TENNESSEE
JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

that there would be no conflict between the two.

Thomas E. Harris, appearing for NBC, said his organization would rest on its brief, which supported the FCC proposals. O. B. Hanson, NBC vice-president and chief engineer, said NBC had made inquiries to the Commission regarding a station on the proposed Channel 4, 66-72 mc, because the network wanted to be "in the middle of the band" rather than in the end since the extremes are "vulnerable."

Pressed by Commissioner Jett and Mr. Denny as to whether possible skywave interference on the 44-50 mc channel influenced NBC's decision to ask for Channel 4, Mr. Hanson said: "I don't think so." Later he said, in answer to a direct question, that if the FCC gave NBC the first channel "we'd take it."

Joseph H. Ream, CBS vice-president, supporting that network's brief, which concurred in the proposed allocations, said technical considerations make it clear that it's necessary to establish, "as soon as possible postwar, wideband television in the ultra-high frequencies." He said "there seems to be no longer any question that better service can be provided in higher frequencies."

The question as to when new television can be proved still is unanswered, he continued, but surmised that if manpower and materials are available within a reasonable time CBS could give demonstration "before the year is out." He urged that the 12 channels proposed below 300 mc be tagged as "temporary" and Commissioner Jett interjected to clear a statement he had Jan. 15 at a news conference prior to release of the proposals.

The Commissioner said his reference to "temporary" allocation below 300 mc did not specify any time, or even months. "It might be years," he added. "I don't want anyone to take that phrase 'temporary' too seriously."

"We believe a freezing of standards as proposed by Col. Roberts (W. A. Roberts, counsel for TBA) is as good a way as any of postponing the day when high-definition television is proven," said Mr. Ream. "We suggest the Commission in its final report allocate the 6-mc channels temporarily, two, make wide channels in the ultra-high frequencies permanent, and three, encourage the efforts of the industry to develop high-definition television."

Armstrong Details FM Operations

As Friday's session opened it was announced that the secret session with military experts next Monday would be confined to F2 layer transmission, inasmuch as engineers generally were agreed on other phenomena. Mr. Allen was recalled to the stand to elaborate on his testimony of Thursday.

Maj. Armstrong, again taking the stand, corrected his testimony of Wednesday and gave detailed information regarding operations of FM stations on frequencies of 110 and 117 mc. "From the Alpine transmitter we were always able to get a better signal at 42 mc than from the Yonkers transmitter at 117 mc," he said.

Ben Adler, facilities engineer of the American Broadcasting Co., operator of the Blue Network, supported the Commission's television proposals and said "it is felt that the lack of sufficient low frequency channels to establish a nationwide television service will provide impetus to the immediate development of commercial wideband television in the high frequency experimental bands."

Comdr. Craven, returning to the stand to testify for television, said the Cowles Broadcasting Co. intends to start high-definition video in Washington at the earliest possible moment and that he had been assured by Westinghouse officials that delivery could be made on a high-definition transmitter within "six months of some date in the future".

"Within a reasonably short time after VE Day I think we can give Washington a demonstration of high-definition television," he asserted. "Cowles is willing and anxious to demonstrate the new television as quickly as possible after the war." Comdr. Craven said Zenith felt it could manufacture receivers "to meet our specifications in a reasonably short period."

Col. Roberts, who didn't submit the TBA brief and DuMont statement until last week because he was out of Washington, said that TBA urged prompt adoption of a nationwide television frequency assignment plan, such as he outlined. The proposed 12 channels below 300 mc will permit a widespread and "satisfactory" service but at least six additional channels are needed for "complete competitive service," the TBA brief suggested.

Points to Plans for Color Television

TBA called for immediate allocation of the 102-108 mc band to television and pointed out "it is possible to allocate a 14th channel immediately below 102 mc to television for a temporary period of five years". Channel sharing with other services must be "closely controlled and subordinate to all television use," the brief continued.

Col. Roberts said "every member of the association plans to go into color television in the wide band and perhaps very much higher frequencies" than proposed by the FCC, but he added it would be some time before high-definition video can be accomplished. He called on the Commission to allocate the television channels below 300 mc on a "permanent" basis to insure "security" to manufacturers, broadcasters and the public.

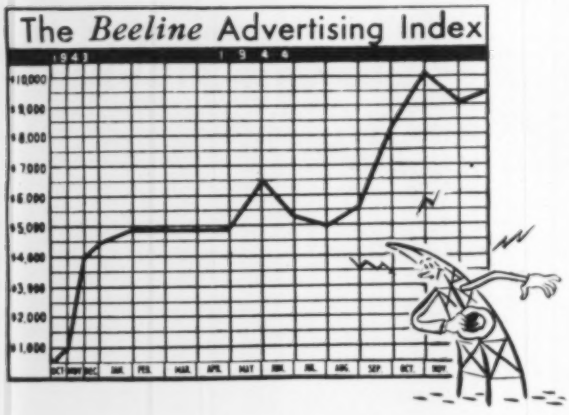
Allen B. DuMont, head of the laboratories bearing his name and first president of TBA, introduced letters from several listeners tending to show that the DuMont television service had gotten wide reception. In the case of complaints, investigation disclosed that receiver antennas had been improperly installed and when changes were made the complaints stopped.

Paul J. Larsen, of Johns Hopkins U., representing the Society of Motion Picture Engineers, protested the CBS brief attacking theatre television. He contended that theatre television is not a broadcasting service, that it could not utilize wire lines such as Muzak, that the service should be classified as private communications to differentiate it from broadcasting. SMPE asked the Commission to "reaffirm the experimental allocation of frequencies for the service of theatre television" in the band from 1900-30,000 mc.

Paul M. Segal, counsel for the American Radio Relay League, said the proposed allocations are "entirely acceptable" to the ARRL. K. B. Warner, ARRL secretary, said the amateurs would prefer their present assignment 56-60 mc

Mahon Joins MBS

JACK MAHON has joined Mutual's staff of war correspondents, assigned to the Pacific area. Former feature writer and sports columnist for King Features and International News Service, Mr. Mahon returned to New York last September from the Pacific.



BEELINE TAKES A BOW

Since the *Beeline* was first offered to advertisers in October, 1943, only 17 months ago, its sales curve has been steadily climbing . . . far ahead of national trends . . . regardless of season. Today, nearly all national spot accounts advertising in Central California and Western Nevada are using the *Beeline*.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*

McClatchy Broadcasting Company
Sacramento, California

Robert A STREET National Sales Manager

Paul H. RAYMER CO. National Representative

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

ver 50-54 as proposed, but would ake the FCC assignment. He ermed the 56-60 mc band as uniquely erratic" where anything an and does happen".

George Milne of the Blue network, appearing as allocations hairman of RTPB Panel 4, urged he Commission to reconsider its roposal and allocate more chanels for relays. Mr. Harris said BC concurs in the RTPB recomendations.

Broadcast services, except facimile, were concluded at 12:30 .m. Friday and the Commission ent immediately into police radio ervices. Dr. Daniel E. Noble, chairan of RTPB Panel 13, urged the CC to reserve additional channels or the postwar use of mobile servces, to insure expected expansion f essential emergency services.

Testifying then as a member of ommittee 8 and not panel chairan, Dr. Noble suggested a chanel between 30-40 mc for portable quipment and walkie-talkies. These ervices are impractical in the high- bands, he said, because of batery difficulties.

During Friday's closing session, he Commission introduced into estimony letters written by A. W. Iathis, vice-president of H. G. isher Co., diathermy manufacurers, to 150 surgical supply deals and 30,000 physicians urging hat they communicate with U. S. enators to "use their influence ith the FCC" to grant a "suffiiently wide band" for diathermy quipment.

When Mr. Mathis, who is chairan of the Appeal Committee of he Committee on Medical and Surical Applications, RTPB Panel 12, ompleted reading the letters, Mr. enny assured him that the oral rguments before the Commission re not a "futile procedure", as imlied in the company's letters.

Witnesses for rural telephone ervice, industrial, medical and cientific services, and general mergency services such as fire, orestry, police, etc.; railroads and eneral mobile were heard. The ommission hoped to complete the al argument on Saturday.

. E. ROBINSON has resigned as irector of research of Pedlar & Ryan o join Sherman K. Ellis & Co., New ork, as vice-president in charge of esearch. Research director of Federal dv. for 14 years, Mr. Robinson is a ember of the Board of Broadcast Measurement Bureau, of the AAAA esearch committee and other research roups.

DuMont Plan

(*Continued from page 13*)

quired and to "then be assigned to television service as the commercial television service demands further expansion."

"Adequate 6-mc television broadcast allocations will be provided if eventually television occupies the entire spectrum between 44 and 216 mc, but this entire spectrum can be assigned as needed by normal expansion of the service having begun with the present 12 proposed channels," Dr. Goldsmith continued.

"As to frequency modulation broadcasting, the range from 84 to 102 mc can probably be incorporated in television receiver designs to provide both television reception and frequency modulation sound broadcast reception. Then as television commercial operation expands it can, if necessary, absorb these frequency modulation sound broadcast channels if that service no longer receives public demand in view of the superior television service providing both sight and sound."

The DuMont Labs. would solve the congested FM band problem by restricting the channels to 40 kc, rather than 200 kc, as proposed by the FCC, contending that under its proposal "450 clear channels will be provided." From its experience in AM and FM transmission at 83.75 mc, the corporation is "thoroughly convinced that the narrower band amplitude modulation can provide an excellent broadcasting service."

Division of Channels

If the FCC proposal should prove inadequate to accommodate all qualified stations applicants, then DuMont suggested "it would be wise" to plan a division of the channels so as to accommodate both FM and AM in this region of the spectrum between 84 mc and 102 mc.

Television in the region from 44-84 mc is "more sound technically than FM" in the same area, the statement continued. DuMont opposed earmarking the 480-920 mc region, now proposed for experimental television, for commercial use, contending "there is no indication at the present time" that the high-definition service will prove feasible commercially.

Allocation of the proposed 12 channels below 300 mc should be on a "permanent" basis, the DuMont statement admonished and that the FCC should issue an "official statement" to the effect that they would "remain assigned for this purpose over a period of at least ten years".

Born in a Foxhole

Marine Sgt. Al Carbuto

The Marines' new marching song . . .
composed under shell-fire on Hill 660

GET YOUR GEAR ON

We're Moving Out Again!

WOR-MUTUAL discovered and introduced the song on a special Marine broadcast

WNEW dramatized the story . . . gave it an exciting presentation

CBS featured it on "Report to the Nation"

BMI has published GET YOUR GEAR ON . . . write for your copy

WATCH THIS BATTLE SONG BUILD!

The Marines
New Battle Song
★
Words and Music by
Sgt. Al Carbuto
★
Adopted by
The Fighting
Fifth

BMI

NEW YORK CHICAGO HOLLYWOOD

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ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

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LOHNES & CULVER
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
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MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
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Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
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363 E. 75th St. CHICAGO 19
Triangle 4400

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 24 TO MARCH 2 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

FEBRUARY 27

1340 kc KPDN Pampa, Tex.—Granted vol. assgn. license from R. C. Hoiles to Harry, Jane and C. H. Hoiles d/b Radio Station KPDN.

1410 kc KQV Pittsburgh—Granted assgn. license from KQV Broadcasting Co. to Allegheny Broadcasting Corp.

1400 kc KTUC Tucson, Ariz.—Granted acquisition of control from present stockholders collectively by Burridge D. Butler through purchase 23 sh treasury stock for $2,300.

NEW-1450 kc Copper City Broadcasting Corp., Rome, N. Y.—Designated for hearing application for CP new standard station 250 w unlimited; hearing on issues FCC Policy 1-16-45.

1230 kc KFFA Helena, Ark.—Adopted order granting petition for rehearing filed by KGHI directed against FCC grant without hearing 1-16-45 of application of KFFA for CP change 1490 kc to 1230 kc; set aside said grant and designated application for hearing.

1490 kc WKBZ Muskegon, Mich.—Adopted order denying petition for review by quorum of Commission on ruling 2-7-45 by presiding officer of Motions Docket denying WKBZ motion for amendment of a hearing issue re application for CP.

1230 kc WJEF Grand Rapids, Mich.—Adopted decision and order denying petition filed by WKBZ for hearing, rehearing and other relief directed against FCC action 2-8-45 granting without hearing application of WJEF for license.

1110 kc WBT Charlotte, N. C.—Granted further extension of license on temp. basis only pending determination license renewal application, in no event later than 5-1-45.

ACTIONS ON MOTIONS

FEBRUARY 28

WCHS Charleston, W. Va.—Granted motion for continuance hearing on license renewal application now set 3-5-45, to 4-9-45.

The Press Co. Inc.—Granted request to participate in oral argument on license renewal application of WOKO now set 3-28-45.

Magic City Broadcasting Service, Patterson Broadcasting Service and Thomas N. Beach, Birmingham, Ala.—Granted joint petition for 30 days extension from 3-5-45 to file proposed findings re applications for new station.

ACTIONS BY ADM. BOARD

FEBRUARY 26

Ohio Broadcasting Co., Marion, O.—Placed in pending file application for CP new FM station.

S. E. Adcock, Knoxville—Same.

Elmira Star-Gazette Inc., Elmira, N. Y.—Same.

Lehigh Valley Broadcasting Co., Allentown, Pa.—Same.

Brownsville Herald Publishing Co., Brownsville, Tex.—Same.

Valley Evening Monitor Inc., McAllen, Tex.—Same.

Beckley Newspapers Corp., Beckley, W. Va.—Same.

The Valley Publishing Co., Harlingen, Tex.—Same.

Great Trails Broadcasting Corp., Dayton—Same.

Dubuque Broadcasting Co., Dubuque, Ia.—Same.

Raytheon Mfg. Co., New York—Placed in pending file application for CP new commercial television station.

Debs Memorial Radio Fund, New York—Same.

College of the Pacific, Stockton, Cal.—Placed in pending file application for CP new noncommercial educational station.

Applications . . .

FEBRUARY 26

1400 kc WATW Ashland, Wis.—License to cover CP authorizing increase in power.

FEBRUARY 27

1240 kc KVSO Ardmore, Okla.—Mod. license to increase power N to 250 w.

FEBRUARY 28

1340 kc WNBH New Bedford, Mass.—Vol. assgn. license from E. Anthony & Sons Inc. to Bristol Broadcasting Co.

1240 kc WOCB Near Hyannis, Mass.—Same.

W8XFM Crosley Corp., Cincinnati—Mod. license change class service from Temp. Class 2 exp. hf broadcast station to developmental broadcast station.

Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella Shurtliff and Cleo Agnes Center, Santa Maria, Cal.—Petition for consideration and grant under FCC Policy 1-16-45 of application for CP new standard station 1450 kc 250 w unlimited.

MARCH 2

590 kc KTBC Austin, Tex.—Vol. assgn. license from State Capital Broadcasting Assn. to Claudia T. Johnson.

NEW-1490 kc Fred O. Grimwood, Bloomington, Ind.—CP new standard station 100 w unlimited.

NEW-1240 kc Baron Broadcasting Co., Wilkes-Barre, Pa.—Petition for immediate hearing under FCC Policy 1-16-45 of application for CP new station 250 w unlimited.

Tentative Calendar . . .

APRIL 9

WCHS Charleston, W. Va.—License renewal.

KAND Quits MBS

AFFILIATION between KAND Corsicana, Tex., and Mutual will end March 31 of this year at the close of current business. Station is operated by Navarro Broadcasting Assn. with 250 w on 1340 kc, and owned by the makers of Wolf-Brand Chile and Tamales. No word of a new network affiliation had been received late last week according to Hal Holman, New York, station representative.

1945 RADIO OUTLINE MAP

NEW • COMPLETE • UP-TO-DATE

- Showing station locations in the U. S., Possessions and Canada. 40c per map. 30c each in quantities of 25 or more maps.

SEND FOR YOUR SUPPLY TODAY

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Cohama Disc

ROMOTING Cohama fabrics, ohn-Hall-Marx Co., New York, e manufacturers, in conjunction ith 150 department stores, will onsor a five-minute romantic disc as many stations, beginning pril 1, packaged by Mildred Fen- n Productions. Program, *Love otes*, features Ben Grauer, NBC nnouncer, reading famous love tters of the past, and Barry Wood nging appropriate songs. There re 39 features set for a 13-week n, the stores securing the time cally. Cohama agency is Dorland, nternational, Pettingell & Fenton, ew York.

WJXN Debut Delayed

JXN Jackson, Miss., was pre- nted by floods from going on the r as scheduled March 1, and in- ead will make its air debut as a utual affiliate March 11, accord- g to the network. New station is cated on the Pearl River, which ached a height of eight feet, and ansmitter, which is located in a amp, was flooded, according to eports.

In the CONTROL ROOM

ERRE C. VERSEPUT, transmitter su- ervisor of WMCA New York, has been amed chief engineer, replacing FRANK NAACK, who resigned to take a simi- r post at WLIB New York.

AMES BELOUNGY, chief engineer of he CBS central division, is at home ecuperating from chicken pox.

ERSCHEL STARK, transmitter engi- eer of WOL Washington, is the father f a boy.

AJ. CHARLES COLMAN, former engi- eer of WFIL Philadelphia, has been corated with the Bronze Star for eritorious duty in North Africa and cily, the Air Medal for combat duty Holland, and the Presidential Cita- on in the present Western Front ac- on.

OBERT MORRISON, chief engineer at MRN Marion, O. is a now first class aman in the Navy. FRANCIS J. TERS succeeds him at WMRN.

EITH LYNCH, formerly with WAJR rgantown, W. Va., has joined the gineering staff of WMMN Fairmont. Va.

AVID SEAR has joined the KSL Salt ke City engineering staff replacing E TAYLOR, who left the station to vote full time to his law practice.

AMES DAUGHERTY, engineer, has en transferred from the Blue eastern vision to the central division.

ERNARD WOULFE, control engineer WFBL Syracuse, has resigned to cept a position with the New York lephone Co.

OB GREVENBERG, control room en- neer of WWL New Orleans, is the ther of twin girls.

ON RICHARDSON, formerly of WFOY . Augustine, Fla., is new chief en- neer of WTMC Ocala, Fla. ROSA- ND CALKINS, new to radio, is an ddition to the control room.

50,000 WATT MID-WEST STATION

. . . wants experienced continuity writer who can write selling copy. Permanent position for qualified man or woman. Include in your letter full background, references, and required starting salary.

Box 374, BROADCASTING

Named to CBS Board

F. C. EIGHMEY, WTAD Quincy, Ill. and KGLO Mason City, Ia., has been elected 1945 representative of District 6 on the CBS Affiliates Advisory Board and Edward E. Hill, WTAG Worcester, was elected to represent the first district for the coming year in elections held by CBS stations in each of nine geographical divisions of the country. Other board members for 1945, who were reelected, are: Arthur B. Church, KMBC Kansas City; Clyde Coombs, KARM Fresno; I. R. Lounsberry, WKBW Buffalo; C. T. Lucy, WRVA Richmond; Clyde W. Rembert, KRLD Dallas; John M. Rivers, WCSC Charleston; W. H. Summerville, WWL New Orleans.

Processing Unit Plan

THE NAVY has just completed plans for a special processing unit to be set up in the Navy Public Relations Office, Radio Section, Washington, to handle "hometown" recordings of Naval personnel. Public relations officers aboard ships and at advanced bases will interview officers and enlisted men, and record the interviews on Amertype films recorders. Films will be forwarded to Washington headquarters where they will be transferred to discs and distributed to stations nearest the home of the men interviewed.

ROYAL ARCH GUNNISON, MBS war correspondent, first to give an eyewitness account of Manila's fall, returned to New York last Friday, where he was guest of honor at a press cocktail party, given by Mutual.

Network Accounts

All time Eastern Wartime unless indicated

New Business

EQUITABLE Life Assurance Society of U. S., New York, on April 6 starts This Is Your FBI on about 180 Blue stations Fri. 8:30-9 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts

CAMPBELL SOUP Co., Camden, N. J. (soup), on Feb. 28 renewed for 52 weeks Jack Carson Show on 123 CBS stations Wed. 8-8:30 p.m. with West Coast repeat 9:9:30 p.m. (PWT). Agency: Foote, Cone & Belding, N. Y.

CRESTA BLANCA WINE Co., Los Angeles (wines), on March 6 renews for 52 weeks This Is My Best on 73 CBS stations Tues. 9:30-10 p.m. Agency: BBDO, N. Y.

MILES LABS., Elkhardt, Ind. (Alka-Seltzer, vitamins), March 26 renews Robert St. John Mon. thru Fri. 9-9:15 a.m. (CWT) on 40 NBC stations. Effective same date firm also renews News of the World, on full NBC Mon.-Wed.-Fri. and 31 NBC stations Tues. and Thurs. Agency: Wade Adv., Chicago.

MARS Inc., Chicago, on April 2 renews Mon. 9:30-10 p.m. (CWT) on full NBC. Agency: Grant Adv., Chicago.

Net Changes

BORDEN Co., New York (milk, ice cream), replacing on March 5 Ed Wynn Show with Jerry Wayne Show on 185 Blue stations, Mon. 9-9:30 p.m., March 26 shifts to Sun. 8:30-9 p.m. on about 185 Blue stations. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), has added 8 CBS Florida stations to The FBI in Peace and War, making a total of 86 CBS stations Sat. 8:30-8:55 p.m. Agency: Blow Co., N. Y.

PRINCE MATCHABELLI Inc., New York (perfumes), on April 15 shifts Stradavari Orchestra from 50 NBC stations Sun. 12:30-1 p.m. to about 123 CBS stations Sun. 2-2:30 p.m. replacing Vick Chemical Co. Matinee Theatre (Vick Products). Agency: Morse International, N. Y.

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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
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RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
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The
Robert L. Kaufman
Organization
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Munsey Bldg. Washington 4, D. C.
District 2292

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent opportunity for steady employment. A first, second or restricted license would help. Send details to Box 182, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive, local 250 watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

Wanted—Reliable man with average announcing ability for network affiliate. References required. Box 247, BROADCASTING.

Wanted—Sound effects technicians, television maintenance engineers, transmitter engineers. Experienced. Essential. Major New York City network. Write details. Box 268, BROADCASTING.

Announcer—Progressive midwestern station located in a prosperous community wants announcer-producer or announcer-newscaster. Top salary paid to right man. Applicant must be prepared to submit voice audition on request. Will pay expenses for final interview or share expenses for moving this territory. Write Box 277, BROADCASTING.

Man for local sales Eastern CBS station. Excellent salary. Must be able to service and write copy. Permanent. Give all details first letter. Box 309, BROADCASTING.

Leg man for complete local news coverage. If you can handle program on air okay, but not essential. Give all details first letter. Box 310, BROADCASTING.

Experienced announcer with good selling voice. Good permanent position for the right man with local Virginia Blue Network station. Congenial organization good salary. Box 328, BROADCASTING.

First class engineer and one announcer for southeastern Blue Network station. Engineer must be good maintenence man. Announcer must be able to handle all types programs. State salary expected. Box 332, BROADCASTING.

Wanted—Lady or man restricted license holder who can also type and write copy. Position open immediately for right person, Virginia Network station. Box 337, BROADCASTING.

Chief engineer by southern Blue Network station. Excellent salary and new home furnished right man. Box 338, BROADCASTING.

Commercial manager or salesman by southern Blue Network station. Want experienced man who can service accounts, supervise continuity department, and make friends. No high pressure salesman needed, because we are sold out. Permanent postwar position open for good man. Box 339, BROADCASTING.

NEED ANNOUNCERS AND NEWSMEN OF NETWORK CALIBER AND EXPERIENCED IN ALL PHASES OF COMMERCIAL ANNOUNCING, AD LIB AND WITH GOOD SELLING VOICE. STATE PAST EXPERIENCE, DRAFT STATUS, SALARY DESIRED IN FIRST LETTER. ADDRESS BOX 340, BROADCASTING.

Operator-announcer. First class license. Must be capable of commercial announcing. Permanent position, good salary. Can supervise city police radio station on side. Mutual affiliate. Wanted by February 20. Wire if interested, send voice recording KBND, Bend, Oregon.

WJPR, Mutual affiliate, Greenville, Miss. has opening for experienced announcer. 40 hour week, good pay. Also, can use combination man holding restricted license. Write Emmet H. McMurry, Manager.

Wanted—Experienced announcer who is draft exempt. Permanent position, good salary. Send photo, audition disc and references. Intermountain Broadcasting Corporation, KDYL, Salt Lake City, Utah.

Announcer — Some experience news, commercials, transcribed programs. Chief announcer opportunity for dependable man. Good salary, 40-hour week, no nights, no overtime. Splendid summers in cool, scenic west. Around April first. KIUP, Durango, Colorado.

Help Wanted (Cont'd)

There must be a first class engineer who wants a lifetime job with a 250-watt station in the south. One who will take care of the best equipment and who can do a little announcing for which he will be paid extra. One who wants to settle in a grand community and become a part of a good organization who'll expand when the time comes. Just drop a line to us and we'll contact you. Answer Box 366, BROADCASTING.

Male announcer. General studio routine including news at modern southeast regional. $37.50 for 40 hours. Opportunity for increase. Qualifications and when available, please. Box 342, BROADCASTING.

Wanted—Two radio operators and repairmen or two radio operators. If repairmen are not available, with at least second class radio telephone operator's license issued by the Federal Communications Commission to work in the Fire and Police Signal Bureau, City of Jacksonville, Florida. Salary: $184.16 to start, periodical service raises. Apply by letter City Civil Service Board, 34 South Laura Street, Jacksonville, Florida.

Announcer—Proficient in ad libbing, newscasting, and play by play sports. Permanent position excellent prospects for right person. Write details. State salary requirement. Box 345, BROADCASTING.

Experienced station manager for network affiliate. Give full details first letter on background, marital status, salary expected. Reply Box 351, BROADCASTING.

Operators—Two, with first or second class radio telephone license. Fine midwest city, 250-watt NBC affiliate. Could possibly arrange for men to attend University and draw full pay. Positions available immediately. No announcing. Fine working conditions. Agreeable cooperative staff. Wire KANS, Wichita, Kansas.

ANNOUNCERS: WE WANT TO HEAR FROM SOUTHERN ANNOUNCERS TO WORK IN CONSERVATIVE CBS METROPOLITAN STATION. GOOD PAY. MODERN AIR CONDITIONED STUDIOS. SEND US FULL DETAILS OF YOUR EXPERIENCE, AND PRESENT DRAFT STATUS. QUALIFIED MEN STAY WITH US FOR A LONG TIME. BOX 219, BROADCASTING.

We need an MC who can produce. Handle morning show exclusively, no other duties. Swell job for the right man, but don't waste your time unless you already have an excellent record and are looking for advancement. Give station, name and time of your present program. Prominent station in prominent eastern city. All correspondence in confidence, of course. Box 353, BROADCASTING.

Wanted—Sober, hard working man or woman to sell advertising for firmly established Blue Network affiliated station. Good salary and chance to increase salary by proving your ability. Can also use announcer and continuity man or woman. Write or wire station WOLS, Florence, S. C.

COMBINATION LICENSED OPERATOR-ANNOUNCER, $55, FORTY HOUR, FIVE-DAY WEEK. TIME AND ONE-HALF OVERTIME. AIR MAIL AUDITION RECORD PLUS PERSONAL DATA TO PENDLETON, KJBS, SAN FRANCISCO.

Wanted—Chief engineer for 5 kw W. E. station in Florida. Must have had experience as chief and sufficient technical education to be able to design and construct equipment such as speech amplifiers, dummy antennas, etc. Box 359, BROADCASTING.

Technician—Draft exempt, at least 2nd class licensed, wanted, permanent position. Pacific Northwest 1000-watt network station. KUJ Walla Walla, Wash., I. B. E. W. scale.

Announcer wanted by network station in southwestern city. Ideal working conditions. Base pay $35.00 weekly for 40 hours. Time and half over 40. Box 375, BROADCASTING.

Wanted—Transmitter engineer for five kilowatt regional. Excellent opportunity for right man. No one without experience need apply. Write giving full details to Chief Engineer, WSPA, Spartanburg, S. C.

Indiana 250-watt station wants announcer, also operator-engineer. First class license not essential. Box 389, BROADCASTING.

Help Wanted (Cont'd)

Sales production manager with program and sales experience desired by California regional network station. Give complete qualifications, personal history and salary desired. Answer Box 387, BROADCASTING.

Wanted—Two experienced announcers. No "boom-town", thirty miles from Pittsburgh. $40 for 38 hours, talent fees immediately. Audition disc necessary. WISR, Butler, Pennsylvania.

Wanted—Man to serve as salesman-announcer by west coast regional network station. Previous radio experience unnecessary if education, voice and common-sense okay. Prefer World War 2 veteran. Answer Box 388, BROADCASTING.

Situations Wanted

Chief engineer, manager or combination. Experienced and reliable. Family man. Classified 4A. Box 159, BROADCASTING.

Highly experienced young veteran at present manager eastern station desires management southwestern local. Box 291, BROADCASTING.

Combination engineer-announcer. Good voice. Experienced as chief engineer. Box 300, BROADCASTING.

Manager—assistant. Desire opportunity better self—help your station go places. Seven years general experience. Completely reliable, draft exempt. Box 301, BROADCASTING.

Announcer. Experienced, 4F, married, versatile, dependable all around man. Seeks better opportunity. Box 315, BROADCASTING.

Chief engineer. 10 years experience in broadcast engineering. Know recording, studio, AM to 50 kw and FM, all through practice. Now employed 50 kw station midwest. Must be given complete charge of engineering department. Best of references. Box 316, BROADCASTING.

Experienced announcer-newscaster, personality shows and special events. 4F, married. Prefer to locate in New York, Chicago, Cleveland, Cincinnati, Detroit or St. Louis. Interested only if you pay talent fees. For complete details or transcription write Box 317, BROADCASTING.

Announcer - producer. Local, regional, network experience. University graduate. Versatile, reliable. Desires profitable, permanent situation. Age 25, 4F. Box 318, BROADCASTING.

Manager or sales manager wants permanent connection with progressive station. Any location. Draft exempt. Proven record of success. Excellent references. Box 319, BROADCASTING.

Station manager or commercial manager with proven ability in all fields of radio desires change. If you are prepared to pay for a real producer write Box 303, BROADCASTING. Will furnish details upon inquiry.

Unusual offer? Copywriter, announcer offers youth, sound ideas, willingness to sweat. Swap for rounded program and promotion training, opportunity first rate station. Employed network outlet. Sober, industrious, 26, veteran. Three years script, publicity, advertising. Investigate! Box 321, BROADCASTING.

Available to take over station operation. Two men, young, energetic, experienced. Chief engineer, extensive background radio field, studio control, transmitter supervision, all tickets, mechanical background. Program director, idea man, experienced broadcasting field, personnel management, recognized announcing and production field, traffic, continuity public relations. A team of men equipped to take over rural station and make it pay. Both draft exempt. New York City trained and experienced. Any area considered. All replies confidential. Reply Box 322, BROADCASTING.

First class radio engineer is desirous of position with and buying part interest in a local or regional station with good future possibilities. Please write Box 325, BROADCASTING for particulars.

Capable engineer—35, draft exempt, rejected, three years experienced including 50 kw, first class license, sober, and not a drifter. Interested in permanent position only. Full particulars in first letter please. Two weeks notice required. Box 326, BROADCASTING.

Engineer—First class license, available at once, draft free, experienced, sober and industrious. Prefer transmitter job. Box 327, BROADCASTING.

Experienced program and personnel director with 15 years experience on mike specializing in special events, sports play by play and record ad lib. Salary now $85.00. Wants to make change. Box 329, BROADCASTING.

Situations Wanted (Cont'd)

Station executives. Good experienced time salesman available immediately. Excellent reference present employer. Permanent connection only with good accounts. 38, married, three children. No boozer or floater. Can also handle early morning platter show. Some operating and announcing. If you want dependability, loyalty, reliability and permanency wire or phone M. E. Palmer, 33171, Knoxville, Tennessee.

Producer, program director. Honorably discharged veteran. Experience: Theatre, eight years; radio production, five years; acting, announcing, writing. Box 343, BROADCASTING.

Mature young woman, seeks opportunity with progressive station. Experienced writing continuity, preparing music log, solid musical background. Box 344, BROADCASTING.

Salesman—Can sell and meet people with new ideas on merchandising and sales promotion. Experience with large radio station. Box 347, BROADCASTING.

Chief engineer. Fifteen years' experience with network stations in design, construction and operations. Now employed as design engineer on V. H. F. and FM equipment by large eastern manufacturer. Interested in station which has plans for expansion and can use advanced engineering ideas, capable of taking complete charge of all engineering operations. Married, two children, 36 years old, 2A, available on approximately sixty days notice. Box 348, BROADCASTING.

Experienced operator-announcer. Colored, reliable, family, 25. Draft exempt, union musician, news. Wants permanent connections, excellent references, thoroughly educated, continuity writer. Box 349, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Chief engineer of AM and FM stations. Married, 4F classification. Will consider only permanent offer. Can fill combination as manager. Box 350, BROADCASTING.

Chief engineer: Thoroughly experienced in all phases, operation maintenance, recording, field strength measurement, directional antenna. Draft status, 4AH. All correspondence confidential. References. Box 352, BROADCASTING.

Woman with 15 years radio experience announcing, acting, writing, producing and program direction would like situation in Chicago, New York, or Hollywood. Have written commercial copy, continuity and service features and will submit scripts of any type for inspection. Interested in production or writing. Box 354, BROADCASTING.

"Seasoned" enough! Want to make major move. Abilities: as manager two small stations southwest, raised revenue over 100% each; as sportscaster, action-account baseball, football,, boxing plus sportscasts; as newscaster, commercial announcer and production man, one year east, six years southwest experience. Married, children, age 29, 4F, ready to do 1A job. No hurry to leave present good paying managerial position but ready for major forward step. Box 355, BROADCASTING.

Continuity supervisor-writer: Young woman capable of salable copy and various type scripts, desires change for greater opportunity. Intensive radio experience, also complete business training, secretarial ability, and public relations. Single, settled, steady. Excellent references. Box 356, BROADCASTING.

Excellent-voiced announcer. Metropolitan background. Lucrative position on news staff or commercial announcing, or position in smaller station offering "free hand" for mutual development. Box 380, BROADCASTING.

Station general manager ready to take over any station regardless whether its profitable operation or not. Will increase sales of any local 100% or any regional station 50% in less than 12 months. "Can sell ice to Eskimos." However, prefer sunny south. Increased sales of present station in range 100 to 250%. Done likewise manager other stations. 13 years experience in every department of radio with plenty of enthusiasm and "know how." Age 35. Family man. Interested only in commission or salary-and-bonus plan that pays $8,000 on your present billings. Know how to make public service and public relations broadcasts successful commercial shows. General manager, salesmanager, production and program manager, promotion, engineering, skilled public relations director and "laborer" all rolled into one man. No wonder boy, but just another American kid on the way up! Capital here's your management! Box 390, BROADCASTING.

Situations Wanted (Cont'd)

hief engineer. Four years broadcast perience, all phases operation, main- nance and executive duties. Now an istant supervisor at 50 kilowatt. Best references. Box 330, BROADCASTING.

ersatile program-production director, rchestral conductor with extensive ckground in dramatics, literature, nguages, research, promotion, adver- ing. Box 331, BROADCASTING.

ow employed, experienced control room erator, third class. Age 26. Want per- anent employment. Prefer west. Box 3, BROADCASTING.

oman, 3 years secretarial and produc- on experience 5000 watt station. NYU rkshop grad, Vassar A.B. '41. Knowl- ge French, German. Available im- ediately. Box 334, BROADCASTING.

oman, promotion director, 2 years idwest regional, formerly secretary les and general managers same sta- on. Experienced control panel and nouncing, continuity. Third class en- neer. Prefer large station or net, north- st. Box 335, BROADCASTING.

ommercial manager interested in ange, with earnings commensurate ith production. Good references and cord as planner and producer. Will with any reliable station or agency esenting opportunities for betterment. rite Box 336, BROADCASTING.

tation executives: Do you want to build hillbilly audience? Capable, experi- ced man available who can build and anage complete staff, including em- eeing air shows, and establishment of tists Bureau. Can give close and effec- e cooperation with station promotion partment. No floater or boozer. Mar- ed with three children. Draft status A. Excellent references from present mployer. Also experienced announcer, alesman and continuity writer. Not the est voice in the world, but I can sell steners. Present job completed. Write r wire P. O. Box 272, Red Springs, orth Carolina.

NNOUNCER—THOROUGHLY EXPERI- NCED NEWS-SPORTS-AD LIBS, COM- MERCIALS, RECENTLY HONORABLY ISCHARGED WANTS PERMANENT ONNECTION. PLEASE STATE ALL ACTS FIRST LETTER. AVAILABLE WO WEEKS. BOX 357, BROADCAST- NG.

ontinuity writer—girl. Excellent radio ackground. Commercial copy and script riting experience. Interested in mak- g change for better opportunity. Box 0, BROADCASTING.

nnouncer-operator. Thoroughly experi- nced, licensed, seeking connection Vir- inia, North Carolina. Single announc- g job or combination. Please state sal- y, details. Family man. Box 361, ROADCASTING.

here's no substitute for experience— fteen years of it! Announcing, news, pecial events, programs, continuity, ontrols, supervision, responsibility, and estricted license. Now managing local tation. Good reasons for desiring hange. If your deal is really good, ight invest one to four thousand dol- rs. Prefer west or nothwest. Age 32, arried, family, draft unlikely, not a oater. References. If you need a man- ger or assistant, or top announcer, let's alk it over thoroughly. Write Box 368. ROADCASTING.

tation's top mail pull announcer—now vailable. Pulled over 300,000 orders and eads on metropolitan station last year. an bring your station up to $1,000.00 er week in this type of business. Box 3, BROADCASTING.

Situations Wanted (Cont'd)

Program director — with fifteen years radio experience available. Has successfully programed three major stations. Recently resigned from Chicago station. Also excellent announcer and production man capable of developing inexperienced staff. Wants dependable position. Box 370, BROADCASTING.

Staff announcer — With ten years experience now available. Excellent commercial announcer, capable newscaster. Experienced in special events. Has worked leading metropolitan stations as well as network programs. Will not consider less than $85.00 per week. Box 371, BROADCASTING.

Top sports announcer—with big league baseball announcing experience, available for coming season. Box 372, BROADCASTING.

Announcer—Three years experience, who can handle news, edit it, announcer, commercials — handle control board, write own continuity, desires job in small 250 watt station. Will go anywhere. What is your offer? Box 362, BROADCASTING.

Program director-announcer 8 years radio — married — 4F programming all phases . . . talented. Prefer regional or local station. References. Have 3rd phone ticket. Any offers? Box 364, BROADCASTING.

THOROUGHLY EXPERIENCED SALES EXECUTIVE AVAILABLE. AGE 39, FAMILY, DRAFT EXEMPT. PRESENTLY DOING OUTSTANDING JOB AS GENERAL SALESMANAGER FOR SUCCESSFUL REGIONAL OPERATION. WIDE ACQUAINTANCE WITH NATIONAL AGENCIES AND TIME BUYERS. PREFER WEST COAST. WILL CONSIDER RADIO REP. PROPOSITION. BOX 365, BROADCASTING.

Wife overseas infantryman establishing permanent residence California. Desires further career radio producing, writing, acting. Job application abstract, photograph, audition transcript and half-hour recording of program written and produced by applicant available. Husband's return won't terminate career. We mutually share radio profession. If on West Coast and have spot for me, I can be of beneficial service to your station. Box 367, BROADCASTING.

Operator—14 years radio, 5 years broadcasting, including super power. Experienced all phases. Partial college education. Want chief's job in 1 kw or larger. Family man. Draft status, 2B. Box 376. BROADCASTING.

Competent young woman continuity director seeks permanent position in east coast area: Boston-Washington, D. C. Address Box 377, BROADCASTING.

Radio station manager or commercial manager with 10 years experience selling, managing, announcing, programming. Draft exempt, family man, if interested, wire 105 Selden Street, Elizabeth City, N. C., Call 402W.

Announcer—Congenial all-round announcer soon available for suitable southern station. Box 378, BROADCASTING.

Batter up—Need a good play-by-play baseball announcer for this coming season? For details contact Box 379, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Ohio or Indiana, any power. Eighteen years. All phases radio including frequency modulation. Excellent references, executive ability, college education. Applicant not a floater, really possesses technical background. Would consider financial interest. If qualifications interest you write or wire Box 381, BROADCASTING.

Box 131, Haskell, Texas. First class operator, 8 years experience. Married, army discharge, 4 years as chief engineer 250 watt. Salary open.

Wanted to Buy

Wanted—FCC approved frequency and modulation monitor. Also, tower and other equipment for 250-watt station. Cash. Box 382, BROADCASTING.

Wanted—Controlling interest in local or regional station. Box 383, BROADCASTING.

Wanted to buy—Ground wire and WE 300A tubes. Box 150, BROADCASTING.

Hey! you gentlemen with those extra turntables and speech input stuff—yes, even frequency and modulation monitors and consolettes you bought a couple of years ago when all of us figured the war was going to last 10 years! With the way Berlin and Tokyo look now, and with Manila back, how about renting,—or selling,—some of that material to a lad who really needs it to get on the air? C'mon, give us an honest break! Box 323, BROADCASTING.

Require two 270-foot insulated towers, preferably uniform cross section, guyed but will consider other types. Box 324. BROADCASTING.

Wanted—Federal or Presto portable recorder, or just motor, turntable, cutting-gears and head. Box 346, BROADCASTING.

Experienced manager, 15 years in radio, wants opportunity to buy into progressive station in competitive market. High sales record strictly clean. Know how to build Hooper. Prefer independent station in south, midwest or southwest. Will consider all proposals in confidence. Box 358, BROADCASTING.

Wanted—One approved frequency monitor and one broadcasting monitor. J. E. Eaton, 559 Mulberry Street, Macon, Georgia.

Transcription Machine — Complete, new or used. Box 363, BROADCASTING.

Wanted to buy—Local radio station. Box 384, BROADCASTING.

Wanted—FCC approved frequency monitor. Send complete information. Box 386, BROADCASTING.

Wanted to buy—250-watt equipment, including tower. Box 385, BROADCASTING.

For Sale

Commercial radio broadcasting station for sale, located in Mexico City, with operating license and now in service. Leaves a wide margin of profit for more details write to Mr. G. Robles, Called Joaquin Argaez 14, Tacubaya, D. F. Mexico.

Fairchild F-26-2 portable recorder playback. Dual speed 17½" turntable. Perfect condition. Fitch Building, 96 Bidwell Pkwy, Buffalo, New York.

RCA diamond offset head transcription pickups complete with filters, cables and switch assemblies. Good used condition, two for $165.00. Jensen Imperial finest dual PM speaker units, ebony cabinet, cost $250.00, perfect $125.00. Jensen SH directional horns for any 12" speaker. Fine reproduction. 1 perfect, 1 slightly damaged, 2 for $35.00. One B 24-cell broadcast microphone fine quality, low level. A rare bargain, $75.00. Four 815 tubes, $4.50 each. One Webster hi-fidelity hi-imp. magnetic pickup head, only $4.50. Damon Laboratory, 1221 Baltimore, Kansas City, Missouri.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval, $2,900.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

For Sale (Cont'd)

1 kw composite transmitter excellent for police or broadcast. Similar to Collins 200A or 20C. $950. Robert Stuart, 5207 N. Illinois, Indianapolis 8, Indiana.

250-watt composite transmitter, suitable for FCC approval, $2,600.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisc.

For sale—Best offer takes new pair of RCA 813, 803, 872-A. Will guarantee. Box 240, BROADCASTING.

100-watt composite transmitter, suitable for FCC approval, $2,000.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

New high frequency broadcasting tubes, No. 829, $14.50 each. The Adams Company, 1210 Farnam Street, Omaha 2, Nebraska.

250 watt RCA transmitter. Commission approved. Wire or phone. Tingley, 4-4722, Birmingham, Alabama.

For Sale — RCA recorder. 78RPM. Excellent condition. Two microphones. No priority needed. Write Jack Murray, Waycross, Georgia.

Have on hand a limited number of CAA approved flasher beacons and tower lights. Box 369, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

Exclusively to Radio Broadcasting)
(America's Oldest School Devoted

6-Week Day Course
MARCH 5
8-Week Evening Course
MARCH 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

STATION MANAGER WANTED

● Excellent post-war opportunity for competent, reliable station manager who wants to invest in a new station contemplated for expanding southeastern metropolitan market. Prefer southern radio man experienced in network affiliate operation. Ample finances are now available for the construction of this station, but I should like to get a partner capable of taking over the management. If this sounds interesting, please let me hear from you. If you're in the armed forces, don't let it keep you from writing.

Box 141, BROADCASTING

RADIO CONSULTANT for a LEADING NETWORK SPONSOR

The man chosen for this assignment should be capable of research in radio program technique. He will find use for a knowledge covering

Program Creation
Talent Selection
Program Promotion
Local and Network Audiences
Station and Network Rates

This can be a worthwhile step forward for a man with analytical and executive ability now serving in a minor capacity.

BOX 341, BROADCASTING

NAB Blasts WNEW's Claim That BMB Needs Safeguards

Research Committee Answers Six Points Raised by New York Station for Independents

FOLLOWING a two-day meeting of its Research Committee in Washington, the NAB last week blasted the exploratory study of WNEW New York which had proposed special safeguards for independent stations in "problem markets" as a basic part of the industry-wide audience measurement plan.

In its exploratory study, results of which were announced last month, WNEW employed procedure recommended in the original NAB coverage plan, forerunner of the BMB. The Research Committee, in its response, challenged the conclusions.

In a letter dated Jan. 25, 1944, Miss Alberta Curtis, research director of the New York independent, asked that the findings in the study be considered in two different ways: "As shortcomings which jeopardize the chances of the BMB to satisfy some prospective members, or as difficulties which might be ironed out." The letter was addressed to Paul F. Peter, NAB Director of Research and secretary of the Research Committee.

Six Points for Study

Miss Curtis' letter, briefing a 50-page report of the WNEW survey, listed six points which, she recommended, merited further consideration by the Committee. The Report was studied by the committee and the six points were answered in a letter signed by Mr. Peter and Roger W. Clipp, president, WFIL Philadelphia and chairman of the Committee.

Miss Curtis' six points, paraphrased (in italics) and the NAB replies:

(1) Since there are certain weaknesses in the BMB Plan which are pertinent only to the independent stations and small stations, there might be a permanent sub-committee of the BMB's research committee set up to represent them.

In order to insure operation in the best interests of all parties, the BMB has created a committee of the Board of Research consisting of Robert F. Elder of ANA, D. E. Robinson of AAAA and Frank Stanton of NAB, each of whom represents one of the three cooperating organizations and all of whom are qualified research people. In addition it has been recommended that a research committee be appointed having equal representation from each of the three associations . . . With this structure, the interests of the independent and small stations are protected.

(2) This station (WNEW) would like to have a clear-cut statement by the BMB of what the Bureau is measuring, and of the relations between this and other audience measures.

The BMB will measure the total number of radio families who listen to stations and where those families reside. BMB circulation, engineering contours and program ratings are each different measurements for different purposes.

(3) The specific provisions in the BMB Plan for the even representation of different economic groups are of interest to us (WNEW). It is a question whether it is enough to set a minimum figure of 50% to be obtained from all levels since there could still be over-representation of high income groups. If the highest income group returns 80% and the lowest 50%, there is still a definite bias.

In its (WNEW) study a 50% return was not attained . . . The BMB specifications state that a minimum return of 50% from any county (or city) must be secured before results can be tabulated. In actual operation the ballot method employs the same procedure in follow-up in all three economic classifications to bring the total return up to 50% or better. Such wide separations as the hypothetical case cited . . . have not been encountered in actual practice.

(4) This study disclosed that . . . a considerable proportion of the low income group still finds it too complicated . . . we felt that still further tests should be done to come to the simplest form possible.

The BMB will pre-test all questionnaire copy and instructions before they are put into actual use. . . . Experience with the BMB technique has not indicated that any great difficulty of respondent understanding has been encountered.

(5) The inconsistencies in station call letters listed by the same families on two different occasions (original ballot and follow-up) . . . could probably be overcome in part by enclosing with the ballot a list of stations and dial positions in counties where the number of stations with inside coverage exceeds ten. . . .

Inconsistencies Not Borne Out

The significance of inconsistencies of station call letters listed by the same family is not supported in the survey work performed by WNEW. . . . The suggestion that a list of stations be included with the ballot is not workable because the project itself is the only means which could properly determine what stations should be included in such a roster. . . .

(6) The data on program listening in this study suggests that the audience of certain programs exceeds the total circulation for the station. The BMB could consider procedures for establishing correction factors. . . .

The conclusions . . . are not warranted from the material submitted. The report reaches conclusions through answers obtained by personal interview with an "atypical sample", using the question, "Do you listen fairly regularly to any of these programs?" In order to reach a comparison there would have to be established a definite correlation between once-a-week and "fairly regular" listening. Technically, the BMB measurement properly applied to any station will always show BMB circulation higher than the actual audience to any one program in a station's normal schedule.

Concluding her letter to Mr. Peter, Miss Curtis stated: "I hope that this study will contribute in some measure to the development of the BMB's operations. Our own understanding of the plan has been clarified, and that was our purpose in trying to get the picture for ourselves."

Mr. Clipp, in presenting the NAB's views on the WNEW survey, invited WNEW to present any further suggestions it might develop as a result of the study. Miss Curtis had presented her views in person to the Technical Sub-Committee of the NAB Research Committee Feb. 20.

Miss Bernice Judis, manager of WNEW, announced in New York that the full 50-page report on her station's exploratory survey would be released this week.

All Texas Stations Sign

Simultaneous with release of the NAB comment on the WNEW study, it was announced by Hugh Feltis, BMB president, that all Texas stations attending the NAB meeting in Dallas (District 13) now had signed with the Bureau, first area to subscribe 100%.

Mr. Feltis last week appointed the following committees of the BMB:

Advertising Industry Relations: Linnea Nelson (J. Walter Thompson), chairman; Carlos Franco (Young & Rubicam), Frank M. Russell, vice-president, NBC; J. O. Maland, general manager, WHO Des Moines; Donald B. Stetler (Standard Brands Inc.) and J. A. Miller (Standard Oil Co. of N. J.).

Research: D. E. Robinson (Pedlar & Ryan), chairman; Frank Stanton, vice-president, CBS; Robert F. Elder (Lever Bros. Co.).

Finance: Mr. Clipp, chairman; Leonard T. Bush (Compton Advertising Inc.). A third to be named.

By-Laws and Rules Procedure: Joseph M. Allen (Bristol-Myers Co.), chairman; Melvin Brorby (Needham, Louis & Brorby Inc.); Robert T. Mason, general manager, WMRN Marion.

Mr. Feltis said that Miss Nelson, Mr. Elder and Frank Silvernail, of the BBDO Radio Department, were to attend the NAB district meeting in Boston, which opened today.

Present BMB subscriptions from NAB districts where Mr. Feltis had appeared are as follows:

District	Stations Attending	Now Signed	Percentage
6	35	33	94%
13	45	45	100%
16	22	15	68%
15	25	10	40%
17	39	35	90%
14	24	22	92%
10	38	29	76%
11	28	24	86%
3	33	30	91%

(Total signed from other Districts where meetings are yet to be held: 36.)

Drawn for BROADCASTING by Sid Hix

"I Just Said, 'Resh, Tell Us a Little About Your Business,'—How Did I Know He Was an Insurance Agent?"

YOUNG GILLETT IS KILLED IN ACTION

ANNOUNCEMENT was made last week that Pvt. David Lester Gillett, son of Glenn D. Gillett, consulting engineer now in war service, was killed in action last fall in Italy.

Pvt. Gillett

Young Gillett went into active combat in Italy last summer and was killed by machine gun fire on Sept. 16 while leading his squad in an attack on a hill position. He was born July 8, 1924 and was a student at Norwich U. in 1942 when he entered the Army. His older brother, Robert, is on active duty with the Army in a communications company of an Air Force wing stationed in Belgium. His younger brother, Richard, is in the Navy serving in a catapult group aboard a carrier.

The elder Gillett, well-known consulting engineer in Washington, for the past three years, has been a development supervisor at the Columbia U. Division of War Research at the Navy Underwater Sound Laboratory in New London. He recently joined the Operations Analysis Group of the 20th Air Force in communications work and after an orientation period in this country, he will be attached to the staff of one of the bomber groups based in the mid-Pacific.

Adams Named

JACK ADAMS, radio producer and director has been appointed executive assistant in charge of the concert and radio division of W. Colston Leigh Inc., New York lecture and concert bureau. Mr. Adams has been with Colston Leigh as radio division head since 1943, presenting Lawrence Tibbett on *Your Hit Parade*. A pioneer in radio, Mr. Adams created and sold the first network radio program *The Atwater Kent Hour* on NBC later establishing a bureau to manage radio artists and create commercial programs. Business was merged in 1928 with Concert Management headed by Arthur Judson.

WNBH, WOCB Transfer

VOLUNTARY assignment of the licenses of WNBH New Bedford and WOCB West Yarmouth, Mass. from E. Anthony & Sons Inc. to Bristol Broadcasting Co., a holding company solely owned by the newspaper publisher, is requested in applications filed with the FCC last week.

KRLD • KMBC • KOIN • WXYZ • GROVES LABS • KOMA • WCSC • KDYL • EASTERN OUTFITTING CO. • KGBX • PURITY BAKING CORP. • KGU • KMOX • WCHV • SNYDER DRUG STORES • KICA • WILDROOT • KWKH • ELASTIC STARCH • WTOP • WOODLAWN DAIRY • BEAUMONT LABS • KARK • KFYO • KMLB • WPTF • WIRE • KYW • RICO ICE CREAM • SEARS-ROEBUCK • KENO • WSBT • KVOD • WMC • WTCN • WHP • HARVEST FLOUR MILLS • KWFC • WQAM • KSCJ • SPEAR MILLS • WFBR • SKILLERNS DRUG CO. • WMBD • WDAE • HUGHES-CURRY PACKING CO. • WTMJ • KIRO • ESKIMO FLOUR • KTRH • WHBU • WBEN • KGHF • WHLD • WGBI • KARM • WMBR • LOHREY PACKING CO. • WTAR • LAST FRONTIER HOTEL • KWFT • WHAM • 7-UP • WCAE • WALTERS BEER • KVOO • FULLMER MKT. • WIZE • WDBO • WHBF • WIBX • WLAC • WOAI • KFPY • WWL

By The Company They Keep, So Shall We Know Them—

"The company," to which we refer, can be this encircling list of topflight advertisers and radio stations — all subscribers to

"The Texas Rangers"

—America's finest transcribed library of western tunes.

ARTHUR B. CHURCH PRODUCTIONS

George E. Halley, Pickwick Hotel
Kansas City 6, Mo.